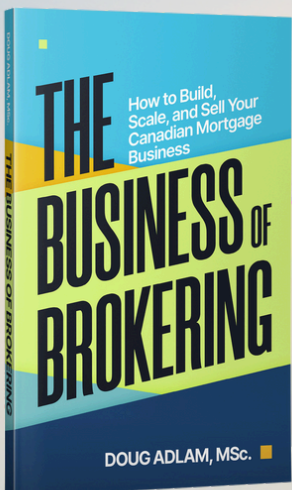


Find Your **Why**

Self-Reflection Worksheet



This worksheet is designed to help you clarify your deeper motivation—the fuel that will keep you moving through both success and struggle.



Part 1: Your First Thoughts



List out every reason you can think of for pursuing this career or business. Don't filter yourself—just write freely.

Prompt: “**Why did I choose this path in the first place?**”

Part 2: Dig Deeper with the 5 Whys

Choose one of your reasons and ask yourself why five times, drilling down to the root motivation.

Part 3: Energizing Moments

Think back to times you've felt most energized or proud—inside or outside of work.

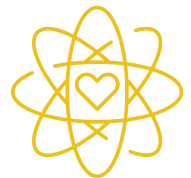


- What were you doing?
- Who were you helping?
- What skills were you using?

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Look for patterns: What do these moments reveal about your strengths and passions?

Part 4: Core Values Check



List 3–5 personal values that matter most to you.

Examples: Integrity, Growth, Freedom, Service, Creativity, Family, Legacy.

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Part 5: Write Your “Why” Statement

Bring it all together. Complete the sentence:

“I am in this business because...”

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Part 6: Test Your Why

- Read your statement out loud
- Does it inspire you?
- Does it give you clarity and energy?
- Could it carry you through both wins and setbacks?

✓ If yes → You’ve found your why.

🔄 If no → Revisit the earlier steps and refine

Reflection

How does knowing your why shift the way you think about your business and your life?

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👉 Remember: Your why is not permanent. Revisit and refine as your business and life evolve.