

PlayBook



Rediscover

**Your Why, Your Vision,
and Your Mission**



The majority of successful people, whether artists, authors, actors, musicians, coaches, or entrepreneurs spend thousands of hours perfecting what they do. Not only do they know their WHY, but they also have a clear mental image of their future.

If they didn't have a clear understanding of their WHY or the clarity for what it was they wanted to manifest, they would never have bothered to do the work it took to get there.

Yet the majority of very successful people say that they enjoyed the process—the many trials, the hunger. . . and the joy!

They've found a vision of the future that compels and excites them, and that's the difference. That's why they are where they are.

Really, this is why we all are where we are—regardless of where we are in our lives right now, we are equal to the sum total of our beliefs, thoughts, and actions!

There's an old adage that says, "Do what you've always done, and you'll have what you've always had."

When we create a vision that moves us to do things we have never previously done, we can find ourselves in some new and exciting places we never anticipated.

Once you know the WHY no matter how implausible, the HOW becomes a lot easier, and you know WHAT to do to take action.

Your WHY



“The Why gives purpose, a coherent context and meaning to what we do and is the catalyst for remarkable achievement. Conversely, without context, any content (the stuff that we do) lacks meaning and brings little lasting fulfillment.” - Simon Sinek

Think about your own WHY. What mental image do you conjure up in the morning to get yourself going for the day? What is the WHY that inspires you to do everything you do; that makes your life worth living; that gives you the greatest joy and gives meaning to your life? It is important to know that in everything you do in your life, your WHY is behind that thought. Your WHY guides the ideal and most fulfilling decisions—working at a job or business you love, creating your art, writing your book, maintaining relationships with friends you trust, and even buying the brands to which you’re most loyal.

We ALL need some incentive, some image to hold onto, to keep us on the right track, and it has to be a **STRONG** mental picture. What is your mental image? If you find you are continuously telling yourself that *someday* you will find your WHY, that someday has arrived and is *now!*

To realize your purpose in life, or your WHY, it’s critically important that you uncover at least three key beliefs or character traits about yourself. These are your personal *Highest Core-Values*. You must learn how to live from the inside out, uncover and claim your gifts, know what moves you, where you take a stand, and how to communicate your Highest Core-Values with every action you take.

Learning how to live from the inside out means discovering your “raison d’etre”, or reason for being, which is based on making a positive contribution to the world. This inner core and need for purpose generates deep questions about the meaning of life. Uncovering and claiming your gifts will help you choose what you want to do, and to be who you really are meant to be; to “walk your talk” in every situation.



This discovery nurtures your spiritual need to connect deeply with the creative essence of life, to know and express your gifts, and to know, with absolute certainty, that your life has made a difference in the world at large. It’s empowering to have this clarity, and to revisit it often.

Once you discover your gifts and decide what is most important to you, you can then center your life around that which fulfills or moves you. You will feel such a magnificent energy when you discover and claim your passions and focus on them, and communicate them to the world.

Everyone has different learning, reflection, and communication styles; some of us are introverts and some are extroverts; maybe you have a some of both of these characteristics. Some of us approach everything with humor and joy, and some of us are serious and tend to look at worst-case-scenarios, most of the time. No matter what your style, it is important to allow time to be alone and look inward as a practice. This gives you the ability to listen within, to that deepest part of your soul, where your greatest yearnings and desires live, and hear your calling. No one else can discover this for you. Contemplating these questions about your life purpose, setting aside time, daily, for this practice will enhance all you do when you are engaging with others – which is equally as important in living a balanced, happy, and fulfilled life.



Your life purpose equals your WHY! To gain greater clarity on your life purpose or WHY, or to revisit if you've explored this in the past, ask yourself the following questions. It is important for you to write these answers out, with a pen or pencil, or on your computer, so there is a hard record of what you discover. There is something magical about writing these things down and developing the practice of writing.



Write down the answer that first comes to mind. Then explain *why* you think that answer is the most important to you. What significance does it have for you? And how does it make you feel? Dig deep. Keep asking *WHY*.

Where and when have you been happiest in your life so far?

Create a visual timeline for your life up until now that captures the major milestones and turning points. Think of people, opportunities, events and circumstances that have influenced your life the most, and briefly describe the impact each had on you. (*Highs & Lows Sheet*)



How were you occupied, what were you doing, at the time you felt happiest?

Where are you and how are you occupied when you visualize yourself as being extraordinarily happy in the future?

What activity or project allows you to forget about yourself and time, for several hours at a time?



**When do you feel best about yourself and your surroundings? At work?
At home? At play?**

**What subject or topic do you find yourself talking about passionately?
What conversations or groups do you seek out to engage in conversation
about these topics?**



We are all products of our time and of our history. Our parents are products of their time. What lessons or beliefs did they impart from their time? What do you wish your parents had known about life that they could have passed on to you?

What did you miss most in your childhood? What were the BEST things you experienced in your childhood?



If there was something you could go back and experience differently, what would it be? What would you do? What would you say, and to whom?

Do you have particular values or belief system that you live by? Write it down as a statement. Begin your statement with, “I believe that . . . “ or “I envision a world . . . “



If you had \$10 Million to spend how would you spend it? Is philanthropy part of your spending consciousness? What does that mean to you? Why?

Is there a particular charity, or type of charity, that is important to you? What difference, if any, do you think it makes in the lives of others?



Who inspires you, and why? (For example, Gandhi, Mother Teresa, Martin Luther King, your mother, father, teacher, author, artist, entertainment personality) and what character traits do you most admire in them. (*My Heroes Sheet*)

How do you present yourself to the outside world in general? How do you think the world sees you? (If you were in someone else's shoes, looking with their eyes, how would they see you?)



What do you think people’s first impressions are of you – the first 20 seconds?

Write down the words you think others would use to describe you.



List the qualities and abilities that others are most likely to see in you when they meet you for the first time, and then after they've known you for awhile.

Now, how do those qualities and abilities align with those you listed above or on your *Heroes Worksheet*?



PEAKS & VALLEYS

DISCOVER YOUR WHY

“Very few people or companies can clearly articulate WHY they do WHAT they do. By WHY I mean your purpose, cause or belief— WHY does your company exist? WHY do you get out of bed every morning? And WHY should anyone care?”~ Simon Sinek
Start With Why

Your journey so far is unique and has certainly had its ups and downs, its moments of challenge and moments of pure JOY & FUN! Using the chart and following the instructions below, you will be able to better define your core-values, your ‘raison d’etre’, your ‘noble cause’, your WHY!

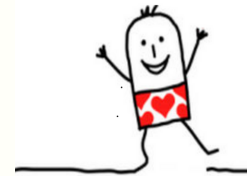
Identify Milestones



1 _____
.....

2 _____
.....

3 _____
.....



Identify events in your life or career that were milestone events. These were significant or life-changing and the type of thing someone would write in a biography about your life. These could be positive or negative events.

For each milestone, put a mark on the dotted line to indicate where in time that event occurred.

Then label the event. Try to identify 7-10 significant events.

For each positive milestone, put a checkmark above the line representing how highly satisfying or positive that the event was for you.

For each negative milestone, put a checkmark below the line representing how unsatisfying or negative that event was for you.

What is a WHY?

“The single purpose, cause or belief that serves as the unifying, driving and inspiring force for any individual or organization.

For an organization, the Why inspires the products, services, marketing, culture, hiring profile and partnerships the organization makes or performs.

For an individual, the Why guides the ideal and most fulfilling decisions – finding a job you love, maintaining friends you trust and buying the brands to which you’re most loyal.”~

Simon Sinek

Start With Why



Identify Values

- 1 Identify values for each event and write them next to the appropriate checkmark above or below the line.
- 2 For each checkmark above the line, ask yourself: "What values were present or honored that made it so satisfying for me?"
- 3 For each checkmark below the line, ask yourself: "What values were absent or threatened that made it so unsatisfying for me?"
- 4 For each of these milestone events, look at the list of values you have identified and consider if there is anything even deeper than these.
What values are essential to your perfect world?
- 5 Keep asking yourself, "Why?" and write down your answers in your journal or on the chart.
- 6 After you go through this on your own, talking with someone about each event may help clarify and stimulate other important values you overlooked at first.

Consolidate Values

- 7 Looking across all the events, pick your top 5 to 9 values that matter the most to you. You can base this on how much they showed up on the map, or how strongly you feel about them.



MY CORE VALUES

List the top values you discovered that most represent who you are. *(The particular order does not matter.)*

For each top value ask yourself the following questions to help you reduce this list to just your 3 to 5 Core Values.

It may help to talk to a friend or coach to walk you through this, or perhaps Mastermind in the Brilliant Zone™ with your Posting With Purpose PlayMates.

- What is really important to me about that? Look for deeper values.
- Could I live without it?
- Does it compel me even in the face of adversity and difficulty?

My Top Values

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____



MY LIFE JOURNEY



HIGH

Satisfaction

LOW



PAST

Time

TODAY