



Exploring your WHY

A conversation technique to inspire your thoughts on your Purpose and get to that AHA moment!

Module 1
Exercise 1.3

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Why Purpose is important

Your Purpose, written as a statement articulates *why you do* what you do, why your business exists, what higher cause you serve. One of the first pieces of your brand DNA, it tells everyone how you want to influence the world and is the backbone to your business.

A Brand's Purpose is something people can relate to, whether employees, partners or customers. It represents an informal but powerful contract with buyers that a brand will behave according to its stated beliefs. That is, they can be trusted.

A Purpose that *drives* a brand faithfully over time has been shown to increase employee engagement, customer loyalty and sales. In fact, trusted brands, or those that use communications and design to demonstrate what they stand for, have a much better shot at becoming a part of our lives.

Many successful businesses today have one thing in common: **the pursuit of purpose alongside the pursuit of profits**. For your business to thrive and survive, you need to infuse your Purpose in all that you do.

It tells everyone how you want to influence the world	It comes from your strongly held beliefs, values, passion and drive	It helps to create a strong, committed and empowered team
It bring focus to many business activities	YOUR PURPOSE	It's the first step towards differentiation
It guides your goals strategies and actions	It helps you to establish a healthy internal culture	It's the reason why you get out of bed each day to work on your business.

Examples of Purpose Statements

To bring inspiration and innovation to every athlete in the world.

To help create a Pukka Planet benefiting people, plants and planet.

Empowering people to stay a step ahead in life and in business.

To reduce the amount of carbon going into the atmosphere.

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What's the difference between Purpose and Vision?

When Purpose or Vision (which you will articulate in Module 6) are talked about, there can be some confusion and difficulty in understand the difference between the two. Here is a simple table to explain how they fit and are represented in your Brand Foundations.

	 PURPOSE	 VISION
Definition	A statement of aspiration that articulates why you do what you do, why your business exists and what higher cause your serve.	A statement of aspiration that articulates what your business would like to achieve or accomplish in the mid-term or long-term future.
Function	It inspires you to give your best. It can be used to build morale and gain support and understanding inside and outside of your business. It can be easily used as a benchmark for decision-making.	It is intended to serve as a clear guide for charting current and future courses of action.
Answer	It answers the question, "Why are we here?"	It answers the question, "Where do we want to be?"
Longevity	Your Purpose should remain intact, even if the market changes dramatically, because it speaks to what you represent, not just what you do.	Your Vision statement may change, but it should still tie back to your Purpose, Pillars and Promise.
Summary	A Purpose statement talks about your passion, drive and is timeless. It answers the question, "Why are we here?"	A Vision statement talks about your future. It answers the question, "Where do we want to be?"

Examples of Purpose Statements

factorie

Create a carefree lifestyle of friends, fashion, social updates and more, taking inspiration from the street, to the beach and everything in-between.

Walmart

To give ordinary folk the chance to buy the same things as rich people.

Etsy

Reimagine commerce in ways that build a more fulfilling and lasting world.

TANDA

To enable all businesses to focus on what they do best, without being shackled by the tediousness of payroll and administration.

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How the Exploring your WHY Exercise works

This exercise is designed to help you articulate your 'AHA' moment – the answer to *why* you do what you do. We always know *what we do* in business, but at the core there is a guiding principle or inspired idea that is the hook to engage others to get involved.

This PDF helps you to do this exercise with a friend or partner. Their role is to interview you – **as a persistent interrogator** – so they can get the best out of you and your thoughts are allowed to flow quick and easy.

Don't give up until both of you think you have an 'AHA!' moment.

- The first question they ask, is for you to tell them about your Purpose. With each answer, they get you to drill down further and further by asking you **why each answer is important**.
- It's very common to talk about **what you do** as if this was your Purpose – it's not. However this is a good starting point to the conversation, so begin with something tangible.
- From there, they should ask **what would happen** because of **what you do** – this is where you need to think about the top benefits or consequences.
- To get the 'best' out of you, your interrogator needs to be very persistent. Gentle and consistent pressure will help you to dig deep to find the nub of **why you do what you do at a very emotional level**. Let your guard down and simply speak from the heart.
- It's recommended you record your conversation, as at some point you will utter an idea that is your 'AHA' moment. Or if you can't record, get your interviewer to jot down as much as possible on pages 6-7.
- Once you have finished, type your consecutive answers as well as your 'AHA' moment into the boxes in Plan2Brand Exercise 3.1, as a written reminder of your conversation.

Conversation with a Social Entrepreneur



- Interviewer: ...why is building a school important to you?
- Social Entrepreneur: **Because none of the existing schools in the area are any good.**
- Interviewer: So, why is that important?
- Social Entrepreneur: **Well, I want the children in the area to get a better education.**
- Interviewer: And why is that important?
- Social Entrepreneur: **Because we are never going to get out of the cycle of deprivation, poor health, unemployment that plagues this area until we do.**
- Interviewer: So, why is that important?
- Social Entrepreneur: **Because I want all children in this area to have the best chance to improve their lives and it starts with education.**



The last statement from this social entrepreneur is the key to their purpose, which is:

I want all children have the best chance to improve their lives.

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Exploring your WHY Exercise

Interviewers: Please ask the following questions and jot down the most salient points. Keep persisting with asking the interviewee about why their answers are important to them i.e. 'Why is X important?'. They may go round the houses a bit but that's ok. Try to keep the conversation flowing to open their minds to the possibilities.

Interviewees: Don't worry if you can't nail it immediately. Give yourself time to reflect and get feedback from friends or peers – Rome wasn't built in a day remember! However, your Purpose is not something that should chop and change. This is the core idea of why your brand exists and sets the tone for all elements of your Brand Foundations.

Click button to watch an explanation of this exercise.

WATCH THE VIDEO



1. Tell me about your Purpose

Start with what you do, or what you want to do...

2. Why is that important to you?

Because...

3. So Why is (answer 2) important to you?

Because...

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4. And why is (answer 3) important to you?

because...

5. So why is (answer 4) important to you?

because...

6. And why is (answer 5) important to you?

because...

Look at your statements. Is there an 'AHA' moment? Write it here as a starting point to finesse your Purpose.





Think, Act & Grow like a Brand