

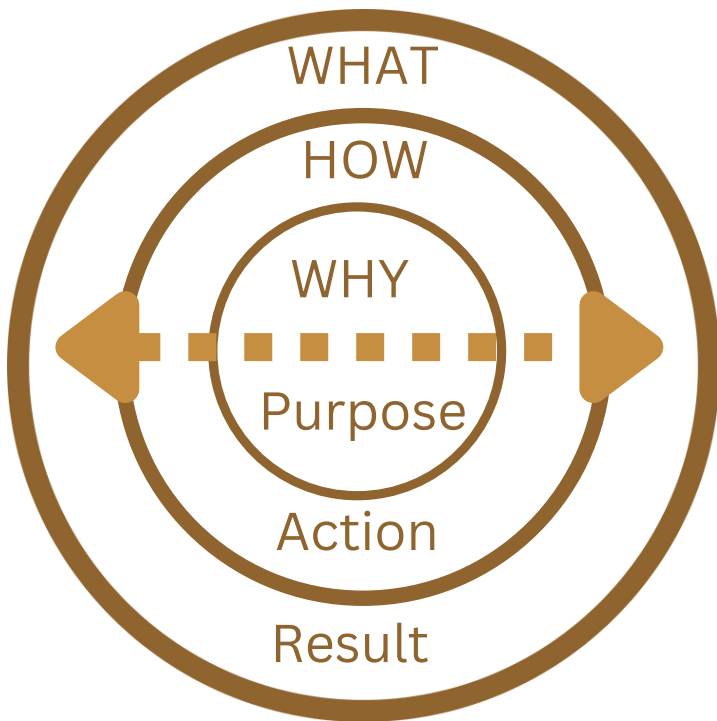


# Creating Your Why Statement

Start with Why, then How, then What

Before being able to write your business/life plan you should always start with your WHY. Your Why should be in alignment with: everything you do, every action and every decision

Getting clear and in line with your Why will set your soul on fire and how to crush your goals.



## WHY

The purpose, cause, or belief – the driving force behind everything you do. The reason you get out of bed every morning.

## HOW

The actions you take (when you are at your natural best) to bring your WHY to life. Personal values and core principles in verbs and action statements.

## WHAT

The result of your actions – everything you say and do. The tangible manifestation of your WHY, the actual work you do every day.

- Communicating your WHY is an essential part of identifying the people in the world who believe what you believe, who will be your trusted friends, loyal clients or customers, dedicated employees, and inspired partners in bringing your WHY to life.
- Everybody has a WHY. It's not a statement about who you aspire to be; it expresses who you are when you are at your natural best.
- Each of us has one WHY and one WHY only. It is everlasting and must be relevant in both your personal and professional life.
- Through years the words you use may change, but your WHY will never change.
- The combination of your WHY and your HOWs is what makes you unique and one-of-a-kind.
- A WHY is positive and generative. It is always in service to others. It makes a positive contribution to their lives.
- Family is not a WHY, but a WHAT. Money is not a WHY, but a WHAT.

## Start with Why

You are more likely to be happier in life when you live a life that's aligned with your purpose in life. Your WHY Statement is the most effective possible way in which you can articulate your WHY—your purpose. Not just to other people, but to yourself as well. Knowing your purpose in life is only way you can make proper decisions surrounding your life.

Your WHY Statement should be:

- simple and clear
- actionable
- focused on how you'll contribute to others, and
- expressed in affirmative language that resonates with you

Your Why statement should be applicable to everything you do, both personally and professionally without separation.

In the book, Find Your Why, Simon Sinek and his co-authors explain that your WHY Statement is “a statement of your value at work as much as it is the reason your friends love you. We don't have a professional WHY and personal WHY. We are who we are wherever we are. Your contribution is not a product or a service. It's the thing around which everything you do— the decisions you make, the tasks you perform, the products you sell— aligns to bring about the impact you envision.”

### THE WHY STATEMENT FORMAT

Simon and his team provide us with a simple format to use as we draft our WHY Statement:

TO \_\_\_\_\_  
(The contribution you make to the lives of others)

SO THAT \_\_\_\_\_  
(The impact of your contribution)

- The first blank represents your contribution — the contribution you make to the lives of others through your WHY.
- The second blank represents the impact of your contribution.

## EXAMPLES OF WHY STATEMENTS

### Example #1. Simon Sinek's WHY Statement

Here's how Simon Sinek, one of the co-authors of this book, Start With Why

**“To inspire people to do the things that inspire them so that, together, we can change our world.”**

\*The impact Simon wants is for each of us to change the world, in however way we can, for the better. The contribution portion—to inspire people—is what ties it all together, bringing focus and direction to the impact he wants to make on the world. Simon's contribution is essentially WHAT he does (to make his WHY a reality). The books he writes, the workshops he conducts, and the speeches he gives are all part of WHAT he does to move his cause forward—to inspire people to do what inspires them. The more he inspires people to do what inspires them, the more of an impact he has towards making the world a better place.

### Example #2. Heidi Hayes's, WHY Statements

Personal-**"To empower, educate and inspire real estate professionals to improve their lives and crush their goals"**

TransAct- **"We make adding value to your business, our business"**

\*The impact I want is for real estate professionals to improve their lives and crush their goals. WHAT I do to make the impact I desire – writing and teaching classes, giving speeches, provide and train on leverage systems, coaching, and mentoring which are all expressions of my WHY. If you look at anything I do throughout my life and career, you'll notice that all roads lead back to my WHY.

Your Why statement is uniquely you. Your foundational purpose is yours and yours alone.

Take the time to discover yours and build your world around it. Your Why statement is what drives and motivates you.

## REFINE YOUR WHY STATEMENT

The goal of testing and refining your Why Statement isn't to make it sound better, it's to make it feel better → When you say: “That's me – that's who I am!”

The words don't need to be perfect in order for you to begin to put your statement into practice.

As you live with your WHY it will become easier to find the perfect words because you'll be more conscious of your goal and how you're trying to reach it.

So take some time to sit with your Why Statement, but don't sit for too long. Your goals are waiting and we must Start with our Why.

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## Let's Break It Down

Past achievements or jobs. What makes you most happy about what you do or have done?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Identify your core values as a verb or action

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Identify your focus group or audience

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Identify your goals of your mission statement

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

How To Start Breaking It Down:

I will [actions I will take] for [focus group or person] by [abilities/skills/personality traits] to [goal or goals].

Then start formulating it into:

WHO- Who is your audience? Who is your focus group?

HOW- Do you do for them? What are your actions? Your core values as a verb

WHAT- End Goal Results of your actions? What is outcome of your actions?

Then formulate it into:

To-

So That-

To-

So That-

"The power of the personal mission statement lies in your values and in a commitment to that vision, that purpose, and those principle-centered values. They will control your decisions, determine your outlook, and provide the direction for your future." Steven Covey

"Outstanding people have one thing in common: an absolute sense of mission." Zig Ziglar

### **A Few More Examples of some personal WHY Statements:**

- "To use my accounting skills to help single parents improve their financial status."
- "To be a source of hope by offering humility, optimism and support to everyone I meet."
- "To inspire joy in others through music."
- "To enhance the health and wellbeing of patients by providing exceptional dental care."
- "To support the health and career goals of athletes by providing physical therapy."
- "To provide my students with the life skills they need to succeed as an adult."
- "To provide hope to those struggling with depression and anxiety."
- "To educate young minds and create compassionate, empathetic and hard-working members of society."
- "To improve the lives of elderly patients by providing patient and thoughtful care."
- "To enhance relaxation and peace of mind in my clients through massage therapy."
- "To use my newspaper articles to educate and incite readers to act."
- "To help those in poverty stay well by providing healthcare and support."
- "To inspire my students to reach their goals through creative teaching."
- "Make an ethical sale, so value-packed and memorable, that the customer is compelled to refer me"
- "To be a leader to my team, live a balanced life and make a difference."
- "To inspire others to achieve great things."
- "To use my gifts to bring education to women around the globe."
- "To equip others with the tools and resources to pursue the life they want to live."

## **WRITE YOUR FINAL WHY/MISSION STATEMENT**

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Now one last thing you need to ask yourself. Does it live up to the TATTOO TEST?

**Sincerity, substance and heart will set you all apart.**

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## INSTRUCTORS NOTES:

PAGE #1

Writing a personal why statement is a valuable step toward achieving your career goals.

It helps you focus on those goals and values that are most important to you.

Your WHY or personal mission statements make it easier to make decisions and give meaning to everything you do.

What is a Why Statement? Personal Mission?

Start with WHY, then the HOW, to result in the WHAT

Tells you **WHY** you do what you do. The purpose, cause, or belief. The driving force behind everything you do. The reason you get out of bed every morning.

Tells you **HOW** you do it. The actions you take while at your natural best. It is what brings your WHY to life. Personal value, core principles, desires, goals written as a verb or action statement.

Tells you **WHAT** will result of it. The result of the HOW or actions. Everything you say, you do.

This is the manifestation of the actual work you do every day

Your WHY(goal) happens because of your HOW(actions) that creates the WHAT(result)

- Communicating your WHY is an essential part of identifying the people in the world who believe what you believe, who will be your trusted friends, loyal clients or customers, dedicated employees, and inspired partners in bringing your WHY to life.
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Why setting goals that align with you WHY matters.

Sinek explains what happens when companies lose sight of their original "Why." The example of Volkswagen and Walmart. Volkswagen translates from German to "car of the people", its image is of reliable, affordable cars for everyone. The original VW Beetle fell into this image, a cheerful symbol of freedom and simplicity. They launched a super-expensive, \$70,000 VW Phaeton that was a flop, because it flew against their own "Why". Who wants to buy a high-end car from VW?

Walmart is more serious. It was founded by Sam Walton, his mission was to help people and communities by providing products at low prices. But, after the death of its founders, Walmart focused solely on low prices, and omitted helping people and communities. It became a cutthroat business towards its suppliers, employees and the communities it was a part of. Walmart lost its "Why," serious trouble ensued.

Finding your "Why" is a process of discovery, not invention.

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Your WHY Statement should be:

- simple and clear
- actionable
- focused on how you'll contribute to others, and
- expressed in affirmative language that resonates with you

A personal why statement is a clear, concise statement that includes your core values, main priorities and who you are working for.

It narrows your focus, allowing you to spend your time and energy where it matters most.

A personal mission statement provides a valuable framework for your career and life while motivating you to work toward your goals.

Lets begin to formulate our Why statements

TO- The contribution you bring to others through your WHY

SO THAT- The impact of your contribution

Read Page #3

Page #4

Past Achievements:

1. Awards you won and Why
2. Leadership Roles You were given
3. Past employment, do you see a pattern
4. What sets your sole on fire about what you do
5. What lights you up inside and drives you

Core Values as Verbs:

Friendly, Valuable, Have Integrity, Consistent, Educator, Reliable, Responsible, Knowledgable, Giver, Creative, Impactful, Grateful, Thankful, Positive, Eager, Excitable, Adventurous, Courageous, Determined, Passionate, Ethical, Honest, Humble, Loving, Happy, Problem Solver, Consistent, Resourceful, Good Attitude, Inspirational, Leader, Connector, Driven

Audience:

Buyers, Sellers, Public, The World, Family, Friends, Church, First Time Homebuyers, Purchaser, Realtors, Lenders, Consumers, Clients, Sphere of Influence, Community, Everyone, End User, Future Homeowners, Real Estate Professionals, The Market

Mission:

Happy Clients, Happy Homeowner, Live Happily ever after, To Refer you, Raving Fan, Clients who become friends, Loyal Client, Exceed Expectations, Satisfied Client, Referral Partner

When you realize every client, spouse, kids, family, friends, stranger is like a Bank Account. You can open the account and immediately draw money from them. You must first make deposits. Lead with everything you do with adding value first.