



FIND YOUR  
"Why"  
GUIDE



**EASTIN CENTER  
FOR CAREER READINESS**  
Spears School of Business

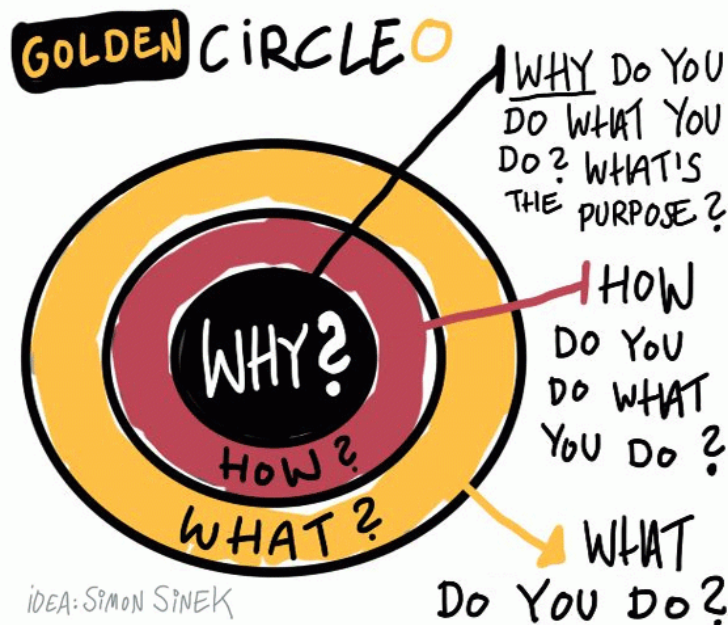


## FIND YOUR “WHY” - SimonSinek.com

What is it that gets you excited to start each day, and why should anyone care? Simon Sinek began the idea of creating your personal “Why” (SimonSinek.com). Every person has a “Why”: a purpose, a cause or a belief that is the origin of our passion and inspiration. You may not know yours yet or how to express it in words, but we guarantee that you have one. If you would like help in formulating your “Why”, use this guide to get started.

**“Everyone can explain what they do and some can even explain how they do what they do, but very few can explain why they do what they do” – Simon Sinek 2008.**

The personal “Why” is the purpose or cause that inspires us when we are at our very best; it’s what makes us get out of bed in the morning. You may be more likely to score a job you love when each step in the job-seeking process begins with “Why” and follows the pattern of The Golden Circle:



**Let’s start with the “Why”** – Your purpose, cause or belief:

Many people cannot clearly articulate why they do what they do.

What your “Why” **IS**: It inspires you to take the actions that will bring you fulfillment.

What your “Why” **IS Not**: About making money.

**Next is the “How”** – The personal values or principles that will guide you to realize your “Why”.

**Finally, we reach the “What”** – The tangible results of putting your “Why” into action:

Your “*What*” is the concrete representation of what you believe – whether that be your future career, the positions you’ve held within an organization or the work (course work, student organization work, work that earns you money, etc.) you do regularly. Your “*What*” is always measurable.

When we operate from the **inside/out** of The Golden Circle, we determine how we are perceived. The ability to state confidently our “*Why*” allows us to explain the reasons we choose to do the things we do. When we know our “*Why*”, we may choose to do and say things that reflect what we believe.

When our Golden Circle is in balance, meaning the “*Why*”, “*How*” and “*What*” are given equal weight (each as important as the other), the combination becomes like our fingerprint. It is a way to identify ourselves, now and forever.

## DEVELOPING YOUR “WHY” [SimonSinek.com](http://SimonSinek.com)

A good “*Why*” statement has two parts: To \_\_\_\_\_ so that \_\_\_\_\_. The first blank is the contribution you make and the second blank is the impact of your contribution.

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

1. Think about three or four of the specific experiences in your life when you were at your best. What made you so successful or happy in those specific examples?

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2. If you were to tattoo one verb on your body, what would it say?

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3. If everyone in the world were to \_\_\_\_\_ (the verb you would tattoo on your body), what kind of world would it be?

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4. If they build a statue of you after you die, in one sentence, what will the plaque say?

He/She...

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5. Complete the following statement:

I wake up every day inspired to \_\_\_\_\_

so that \_\_\_\_\_

## **TURNING YOUR “WHY” INTO A PERSONAL PITCH**

### **1. Tell them who you are.**

Write a sentence or two about a story or statement that conveys what you believe in, who you are and/or what you are working towards.

**Example:** I believe everyone has something special to contribute, but not everyone may get the right opportunities in life to realize that contribution.

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### **2. Think of a problem you want to help identify and solve.**

Write a sentence or two about a problem or issue that you are really good at improving.

**Example:** I am passionate about helping others overcome some kind of personal or professional obstacle. I am good at connecting with and coaching people from all types of disciplines and backgrounds to help them overcome personal obstacles.

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### 3. Tell them what you are looking for.

Write a sentence or two about the kind of opportunity you are looking for.

**Example:** I am looking for an opportunity that will help connect me with people who want to learn and grow, but may need a little extra help.

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## PERSONAL PITCH STUDENT EXAMPLES

To give you an idea on how OSU students have created their own “*Why*”, check out these examples that can help you in getting started on yours!

### Example 1:

“I believe the world and all its inhabitants have a unique story to tell and deserve to be seen in a transparent and non-exploitative manner. I’m looking for an opportunity to use digital marketing in a pragmatically creative manner to help people around the world engage, connect, and inspire.”

– *Ashley Shannon, Management Sustainability & Entrepreneurship*

### Example 2:

“I believe that we should do all we can to preserve the environment for future generations. I’m a civil engineer and I’m passionate about helping people make their communities as sustainable as possible with the resources that they have readily available. I’m looking for an opportunity to help citizens make their municipalities sustainable, without going over budget.”

– *Rabecca Wiseman, Civil Engineering*

### Example 3:

“The moment you become too comfortable is the moment you stop growing. I am passionate about continuing my personal growth by experiencing other cultures and using the creative arts to cross cultural divides. I’m looking for opportunities that will connect me with artists and other creatives all over the world that strive to grow in the creative industry.”

– *Josh Masterson, Entrepreneurship*