

EXERCISE: WHYOGRAPHY® JOURNEY MAP

In this exercise, create a Whyography Journey Map by listing influential moments and major life events that led to the launch of your business on a timeline. You may not include everything you capture on your journey map in your Whyography, but you'll appreciate having a record of it in the future. Mark up your map, make a mess of it and continue to add and refer back to it as you develop your story.

