

## EXERCISE: YOUR WHY DETECTOR™

This exercise is designed to help you clarify your WHY, pinpoint your purpose, discover your North Star. Your goal is to make connections between influential moments in your life and the values that helped you navigate those moments and what came next.

1. Fill in the “INFLUENTIAL MOMENT” column first, listing relevant influential moments and major life events you listed on your Whyography Journey Map.
2. Start by focusing on the influential moment and reflecting on what came next. What action did you take following that moment? Write it in the “ACTION” column.
3. Next, in the “OUTCOME” column, list the result of you taking action.
4. Now, think about the values that guided you when you took action and helped drive the outcome. List five in the “VALUES” column. Refer to your values list and your Values in Action Tracker to help make connections.
5. Once your WHY Detector is filled in, look for recurring themes. What are the values that continue to show up as you navigate life and career? These values are connected to the difference you want to make in the lives of others and inform your WHY.

INFLUENTIAL MOMENT	ACTION	OUTCOME	VALUES
<i>Watching fledgling female business founders flounder and fail when pitching their businesses</i>	<i>Coached women on communicating their business purpose and impact</i>	<i>Developed a program that has supported hundreds of women</i>	<i>Empowerment Equality Education Inclusion Diversity</i>

## EXERCISE: YOUR WHY DETECTOR™ (CONTINUED)

INFLUENTIAL MOMENT	ACTION	OUTCOME	VALUES