

Your Big “Why” WORKBOOK

Step 1 of the

Foundations of Business Series

with Susan Giurleo, PhD

<http://SusanGiurleo.com>

This workbook is designed to be used along with the “Your Big Why” webinar.

In this class we engage in exercises that allow you to clarify:

- Why you want to do the work you engage in.
- Why you desire to build a business around your work.
- Your career goals
- Your personal goals

We also explore how to approach defining your Big Why when you aren’t sure of the answers and get stuck.

*If you don't understand why you're in business,
you spend a lot of time
dazed and confused.*

Philosophy

I believe that understanding why you want to do the work is the key foundation to building a successful business.

Starting or growing a business is not easy breezy. It takes work, energy and deep thought. To sustain ourselves through the process we benefit from understanding our Big Why. When we have decisions to make, money to invest, roadblocks that pop up, we often circle back to our Big Why to inform our focus, energy and empower our momentum. Without a clear “why” we get bogged down in the work, feel like the process is a burden, rather than a journey and often give up.

Get clear on your Why. It will keep you and your business healthy for the long term.

Let's get started in building the foundation of your business!

How to use this workbook

This workbook is designed to be simple and uncluttered intentionally.

I offer you several prompts and explain them in detail in the webinar. These are seemingly simple questions that require some thought and self-awareness to answer.

The prompts are designed to encourage brainstorming and creativity.

There are a few sample answers offered to get your brainstorming sessions started.

However, please use the examples as a starting point. Use the workbook to jot down many ideas, doodle, mind map, sketch....whatever you need to do to get clear on the answer that fits YOU.

The Sources of Why

Do you tap into a broader reason for your work ?

I do my work because _____.

....it brings me joy.

....it's useful to....

....I'm good at it.

....I don't feel I have a choice.

Are you energized and excited?

When I get up in the morning I can't wait
to_____.

...help my clients.

...get to the studio.

...walk my dog.

...drink coffee.

Sources of Why

Is your work connected to the value it offers others?

I'm passionate about helping people with

...feeling better about ____.

...finding their creative muse.

...improving their health.

Defining Your Big Why in Simple Terms

My big why is..... (circle your answer)

- Personal fulfillment
- Creating
- Supporting others
- Making a broad positive impact
- Other.... (explain)

When you don't know why...

Not knowing happens because....

- Passion has been trained out of us
- We're worried about basic needs
- We've been hurt by disapproval
- We've forgotten how to play
- We pass harsh self-judgment
- We resist our cognitive dissonance

What leads you to feeling unsure?

How to get to your Why

Be patient.

Engage in enjoyable, creative, playful tasks.

What can you do to play and create more often?

Suspend your inner critic and 'shoulds.'

What inner conversation or story do you need to change?

Play 'imagine if....'

Imagine if you could get up every day excited to work. What happens in that kind of a day?

Imagine if you could work on a schedule that was optimal for your family rhythm? What is that schedule?

Ask people who love you.

Who supports you? Who do you trust to give useful, constructive feedback?

Do just one new thing.

What is one new thing you can do today or tomorrow to open your mindset and expand your perceptions of what is possible?

Personal and Work GOALS

Keep it SUPER SIMPLE (KISS)

Remember each piece is a choice

Don't over think!

Work I want to do _____.

How I want to do it _____.

The money I want to make _____.

Leaves me time to _____.

Remember....

Nothing is in stone.

Nothing is a “must.”

Everything is negotiable.

Let yourself PLAY with possibilities.

Looking for some support as you define your Big Why?

Let's walk through this workbook together over a cup of coffee or tea.

[Pay your own rate](#) for 60 minutes together sorting out your Why.

Email me your rate and we'll get started.

Susan@DrSusanGiurleo.com.