“The two most important days in your life are the day you are born and the day you find out WHY.”

– Mark Twain
Once in a great while...
We believe there is a better way.
It’s Like a Natural Law
Knowing your WHY or not

No WHY

Know WHY
Your WHY is:

• WHY you do what you do.
• What you are compulsive about.
• Your cause.
• The reason you get up in the morning.
• How you are hardwired.
• What makes you special.
• How you think.
• What you believe.
• What people can count on you for.
• Your purpose.
Personal WHY-fi
Neocortex:
Rational and Analytical thought and Language.

Limbic Brain:
Feelings like loyalty and trust. Decision making. No language.
The 9 WHYs:

1. Contribute: To contribute to a greater cause, make a difference, add value or have an impact
2. Trust: To create relationships based on trust
3. Make sense: To make sense out of things, especially if complex or complicated
4. Better way: To find a better way and share it
5. Right way: To do things the right way
6. Challenge: To think differently and challenge the status quo
7. Master: To seek mastery and understanding
8. Clarify: To clarify or create clarity
9. Simplify: To simplify
WHY you do what you do.

How you do what you do.

What you do.
You Realize Your Unique GIFT

SAME WHY

My HOW

Me

Your HOW

You
You Understand Yourself and Others
You Gain Clarity and Confidence
You Know How You Fit!
The 9 WHYs:

1. Contribute: To contribute to a greater cause, make a difference, add value or have an impact
2. Trust: To create relationships based on trust
3. Make sense: To make sense out of things, especially if complex or complicated
4. Better way: To find a better way and share it
5. Right way: To do things the right way
6. Challenge: To think differently and challenge the status quo
7. Master: To seek mastery and understanding
8. Clarify: To clarify or create clarity
9. Simplify: To simplify
1. How do you let the world know that you “your Why”?
2. What do you actually do to let people know you “your Why”?
3. What is the process you go through to show that you “your Why”?
4. What are the ways that you show you “your Why”?
WHY

When What you do is in line with WHY you do what you do

HOW

and HOW you want to express it – you will have Passion!

WHAT

Passion is the fuel that gives you the energy to pursue your Dreams.

Passion
Leadership Characteristics

Model the Way
Inspire a shared vision
Challenge the process
Enable others to act
Encourage the heart
You Build a Winning Team!
You Create a Unified Team.
Communicating Your Why Message!
Networking

Your name badge
Why Message
Be friendly
Smile
Do not sell
Follow-up
Networking Conversation

FORE

Family
Occupation/ business
Recreation
Expectations

WHY
Personal WHY-fi
Presented by Allan Hirsh
Allan Hirsh Advisors
www.allanhirshadvisors.com/443-977-4500