



millenniaLeadership.com
Leaders of now and the future

The Big Why



START WITH WHY

“If people learn their Why, it makes them better qualified and more confident to choose the right career and find the companies in the right environments where they can be fulfilled.” - Simon Sinek

It doesn't matter what industry your in or if you just started your career. The idea is to help you understand why you do what you do. Your Why statement will be discovered in three different levels, the What, the How, and the Why.

The sad fact of the matter is that most people know What they do, some can detail How they do it, but very few know the reason Why they do it. Discovering your Why can be life changing and it can lead to a life-time of happiness by helping you fulfill your purpose.

Before you go any further, watch the following video:

[WATCH THE VIDEO](#)

Instructions: Fill out your What, How, and Why statements below. If you need help, re-watch the video above and pay close attention to the specifics of what we are looking for.

If you need additional help, have questions, or comments, email our Leadership Team at info@millennialeadership.com.

When you have completed Step #4, email our Leadership Team your completed document along with a professional picture to be considered for feature on our internet and social media channels.

STEP 1: THE WHAT

EXAMPLE:

“WE PRODUCE HIGH QUALITY THAT CONTENT CONSISTS OF MILLENNIAL THOUGHT LEADERS SHARING THEIR EXPERTISE OF THEIR PARTICULAR DISCIPLINE THROUGH OUR SOCIAL MEDIA AND INTERNET CHANNELS. INVITING THEM TO JOIN OUR EXCLUSIVE GROUP/COMMUNITY, AND GIVING OUR MEMBERS QUALITY CONTENT THAT WILL BE DELIVERED TO HELP THEM DEVELOP THEIR LEADERSHIP.”

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STEP 2: THE HOW

EXAMPLE:

“WE PROVIDE A SOURCE OF ENLIGHTENMENT THAT PROMOTES THE GENIUS WITHIN OUR GENERATION.”

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STEP 3: THE WHY

EXAMPLE:

“WE WANT TO TRANSFORM MILLENNIAL STEREOTYPES AND INSPIRE A NEW GENERATION OF LEADERS.”

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