



Find Your Why Worksheet

BECOMING AN INSPIRED LEADER

(WHAT IS?) INSPIRED LEADER

01

Whether you are a corporate executive or a founder/CEO, find the satisfaction and fulfilment that follows knowing your place in the world. Don't worry, you do not have to be Sartre to discover the meaning of your life.

His thinking centuries ago paved the way for us to have easier access to this great discovery, that will transform the way you feel about your own life.*

In this worksheet you will find a handful of questions that will help you probe deeper to find the joy that comes from discovering your why.

As a bonus at the end, you will establish how you would like this to show up in the world. I.e., how this forms a part of your brand You.

WHAT YOU WILL GET

02

The purpose of this line of inquiry is multi-fold. Helping others attain greater self-awareness that allows them freedom to be who they are, having a greater impact is what I am dedicated to.

Connecting with what lights you up will help you with so much, including but not limited to:



PERSONAL FREEDOM

Freedom



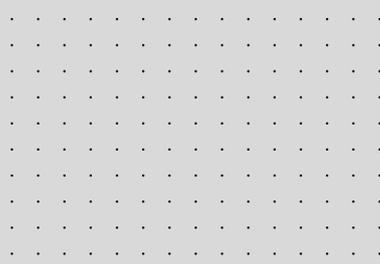
SATISFACTION

You know you are always making a difference



BETTER LIFE DECISIONS

Your Why will guide you in choosing which road you want to take



INSPIRATION

This is inspired by the famous TED Talk by Simon Sinek make it about your Why. It is fascinating, if you have not watched it you can do so [here](#).

PROJECTED DURATION:

Aug. 25 - Sep. 05

Step number three is to actually start designing the brand collateral - logo system, business card, letterhead, social media designs etc.

All of the assets will provided in industry standard formats.

PROJECTED DURATION:

Sep. 05 - Sep 15

The last step of the process is the launch of the new identity. We will help you set up all of the assets and oversee that everything gets implemented according to the brand guidelines.

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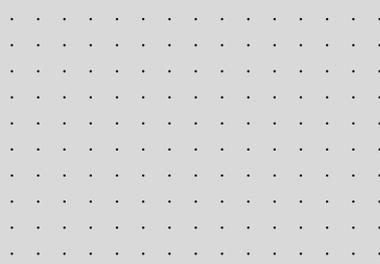
Sep. 15 - Sep 20

01

02

03

04



TIMELINE

First objective is to find out the direction for the whole branding process. We will take the first steps for this during the discovery session and materialize it during the actual strategy work.

PROJECTED DURATION:
August 22-25

Secondly we will start working on the brand strategy and messaging. Getting this part right is crucial for building a brand that will resonate with your core audience.

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