

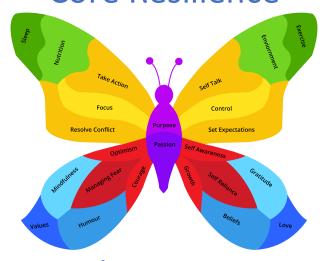




Building a Resilient Mindset One Day at a Time



Module Five Core Resilience



Finding Purpose Workbook

"You can't just sit there and wait for people to give you that golden dream, you've got to get out there and make it happen for yourself."

DIANA ROSS

Apply the "5 Whys"

Ask yourself "Why?" at least five times to discover the true meaning behind your situation.

Here's an example. Adam is a manager at a cable TV station. He starts by questioning why he even has a job in the first place:

- Why do I have a job?

 Answer: To make sure that my co-workers do their jobs correctly and well.
- Why must my co-workers do their jobs?

 Answer: So that the cable TV company continues to provide excellent services to the customers in our area.
- Why do customers want to watch excellent television? Answer: So they can be entertained and learn new things.
- Why do customers want to learn new things and be entertained?

 Answer: So they can relax after a long day and become better human beings.
- Why does that matter?
 Answer: Because by learning and being entertained, customers can lead fuller, more enjoyable lives.

Through this questioning process, Adam starts to look at what he does in an entirely new way. Yes, he's a manager at a TV station – but in the end, he's helping people live better lives.

1. Why do I			
So that			
2. Why do I			
So that			
3. Why do I			
So that			

4. Why do I			
So that			
5. Why do I			
So that			

Many jobs, businesses, careers, situations can be broken down in this way. Just keep questioning what you do and why you do it.

Here's a range of questions you can apply if defining a strategy for your organization or career

- 1. Why are we doing what we are doing?
- 2. What do we need to do to fulfill our intended purpose?
- 3. How exactly are we going to do what needs to be done?
- 4. Who (or what) is going to make sure it's done?

Answering these questions can help you articulate your strategy very comprehensively, covering the key ingredients that are generally needed in a strategic plan:

- Question 1 "why" refers to your organization's values, mission, and vision.
- Question 2 "what" covers objectives and goals.
- Question 3 "how" refers the actions needed to realize these goals.
- Question 4 "who" refers to the people, systems and tools which deliver these

- The starting point for your Pyramid of Purpose is to explain the "why," which will draw on values, mission statement and vision statement for the organization.
- The way you do this depends on your audience: what exactly do you need to communicate and who to? And so you must explain each element of your strategy in a way that suits that audience and the messages you wish to convey.
- If the purpose is to communicate strategy to customers and stakeholders of your organization (an external audience), a good place to start your pyramid is with a vision statement. For an internal audience, the "why" level might focus on the mission statement, or indeed include both vision and mission statements in your pyramid.
- Once you have described the "why", the next steps of building your pyramid must define the "what", then the "how" and finally the "who." You can apply this same process in defining your purpose.

