

- **Q: WHY should I 'Find My Why'?**
 - o **A:** As an individual, it is your North Star, your personal mission, and your compass. You can now enter each day with more clarity and conviction than ever before. The end game: you will FEEL ALIVE—and isn't that what life is all about?
 - o **A:** As a team or organization, it creates a universal connection and camaraderie to collectively feel a part of something bigger than yourselves. It reinforces WHY you do what you do, and can transform any group from paycheck driven to purpose driven.
- **Q: What are the tangible takeaways from the 'Why Discovery' process?**
 - o **A:** As an individual, you will walk away with a concrete 'Why Statement' plus core values. Think of your purpose as your 'Why' and your values as your 'Who', both providing you with a framework for future decision making and taking action that is consistent with who you are on your best day.
 - o **A:** As a team or organization, you will head back into the office with a collective 'Why' and core values to serve as a central guidepost where everybody's actions, goals, strategies, and decisions are consistent with your newly-formed culture—founded on purpose.
- **Q: What should I expect during the 'Why Discovery' process?**
 - o **A:** As an individual, you will immerse yourself in deep life reflection exercises where you will share stories of your most significant life memories, moments, events, and experiences in an effort to unearth consistent themes from the peaks and valleys of life. These themes will serve as the fuel for your 'Why Statement', core values, and action plan to follow.
 - o **A:** As a team or organization, you will share stories of your best days within the group, when you have been proudest to serve, what keeps you coming back, and what you are most inspired about in the future. A facilitator then curates a tailored 'Why Discovery' process to form a 'Why Statement' and core values followed by action planning and goal setting to connect to the greater team purpose. For many groups, they participate in the individual 'Why Discovery' on the same day so they can connect the individual 'Why' to the team/organizational 'Why' in the end.
- **Q: I'm looking to find my personal 'Why', what are my options?**
 - o **A:** To maximize the impact of the experience, I'd recommend a coach to guide you that has been through the process themselves. If your coach hasn't found their 'Why' and has a systematic process on how to get there (and bring it to life), how can they possibly show you the way? If you'd like to inquire about Paul Epstein becoming your personal coach (in-person or virtually), email contact@purposelabs.us
 - o **A:** If you'd prefer a self-guided experience, we've crafted an online course to 'Find Your Why.' All information can be found at: purposelabs.thinkific.com
- **Q: We're looking to find our team or organizational 'Why', what are our options?**
 - o **A:** An in-person workshop is the optimal experience, virtual next best. Human connection is critical to maximize the impact of the experience. Ideally you have a facilitator lead the session for a few reasons 1) direct experience and track record in guiding groups to find their 'why' 2) as a leader you'll want to share the experience with your team vs. lead the session as there is a bonding component

that can only be felt when acting as an equal participant. For facilitation support, many options can be found in an online search. If you'd like to inquire about Purpose Labs leading your engagement, email contact@purposelabs.us

- **A:** If you prefer to lead the engagement yourself, whether as a leader inside your organization or as a consultant leading external groups through the 'Why Discovery' process, you can explore a 'train the trainer' program led by Paul Epstein. It will cover how to lead a team and organizational 'Why' experience, as well as a personal 'Why Discovery' of your own—as that is a core foundation of being able to lead the process for others.

Whether it's questions about logistics (ideal environment, timing, group size), learning some best practices on how to lead your own purpose discovery experience, or potentially partnering with Purpose Labs, we're here to help. Just as we've trained professional sports teams, Fortune 500 Executives, MBA's, and countless individuals looking to live and lead with greater purpose, we can do the same for you.

For questions or inquires:

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