



BLICK CREATIVE RESOURCES

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# Exercise 4

Understanding your  
“Why”



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## Understanding your “Why”

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### 01. Introduction

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Your core purpose or “why” is the reason you have formed your creative practice boiled down to a single sentence (or two)

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### 02. How to Identify Your Core Purpose: 5 Whys

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1. Start with **WHAT** you do. “We make X products or deliver Y services”
2. Next, ask “**WHY** is that important?” How do you make a difference in the lives of your customers?
3. Ask the **WHY** question again and again (5 times - Don’t cheat and stop with 3 whys!), each time brainstorming and charting your answers.
4. After a few whys, you’ll find that you’re getting down to the fundamental purpose of the organization.
5. Review all the different answers to the **WHY** question, searching for the answer that resonates most, generates some passion, and gets to the heart of your organization's Core Purpose.

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### 03. Questions to Test & Refine Your Core Purpose

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1. Do you find this purpose personally inspiring, and does it make you feel proud of your company?
2. Can you envision this purpose being as valid 100 years from now as it is today?
3. Does this purpose help you decide which opportunities and activities to say YES to and which ones to say NO to?
4. Is this purpose authentic (not merely words on paper that “sound nice”), and would it be greeted with enthusiasm rather than cynicism?

**“When we know WHY we do what we do everything falls into place. When we don’t we have to push things into place.”**

SIMON SINEK

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### 04. Putting it into words

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When you've got your purpose figured out, try and put it in words. Keep in mind, it doesn't need to be a description of your products and services. It needs to be a succinct description of the impact of those products and services, and it usually begins with 'we.' And it should speak to your highest aspirations, it doesn't need to be something you're delivering on 100 percent today.

**“People don’t buy what you do;  
they buy WHY you do it.”**

SIMON SINEK