

**BLICK
RESOURCES
FOR
CREATIVES**

Understanding Your 'Why' Exercise

Your 'Why' or purpose is the reason you have formed your creative practice boiled down to a single sentence (or two). This exercise will help you to understand your purpose and communicate it to the world.

01.

Start with WHAT you do

"We make X products or deliver Y
services"

02.

Next, ask "WHY is that important?"

How do you make a difference in the lives of your customers?

03.

Ask the WHY question 5 times

Each time brainstorming and writing
down your answers.

04.

After a few whys,
you'll find that
you're getting
down to the
fundamental
purpose of your
creative practice
or business

05.

Review all the
different answers
searching for the
answer that
resonates most
and generates
some passion

06.

Putting it into words

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.