

Why you Must Create Your WHY. (And why that matters)

You are being given a chance to be on stage in front of an eager audience. Isn't that terrific? So, take a moment and think about what you absolutely love about the information you are going to share. WHY do you do what you do? What do you LOVE about your work?

Now, turn your attention to your audience.... What do you want the audience to DISCOVER or LEARN? How do you want the audience to FEEL? What do you want the audience to DO after your talk is over? Try and simplify this idea to some key points that will be easy for your audience to remember.

Let's get you clear, shall we? **Please answer the following questions as thoroughly as possible.**

What LIGHTS YOU UP about what you do for a living?

(Please note: If you are rolling your eyes at this notion, perhaps working at a job that doesn't necessarily light you up, then consider the specific aspects within your work that genuinely excites you.)

WHY does this light you up?

What excites you the most about the topic of your presentation?

What do you want the audience to DISCOVER or LEARN?

How do you want to make the audience feel?

What do you want the audience to do after the presentation is over?

What does a “successful” presentation look like for you?

If you are interested in learning more about the book I mentioned, just grab a copy for yourself!

Simon Sinek: Start with WHY: How Great Leaders Inspire Everyone to Take Action