



DAEWO
Learning & Development

Finding your why?

Discover your purpose, Define your path

Hosted By:

Team OD

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TODAY'S

Agenda

What is WHY?

Importance of WHY, HOW & WHAT

Simon Sinek's golden rule

Discover Your WHY & how to create it

How great leaders/org think, act and
communicate?





SELF WORTH

HOW ?????





Activity

If you were given 24 hours to live

What would you do

If you come to know only 24 hours left in life

How would you spend those 24 hours



What is why?

SHORT BRIEF

The core purpose or belief

In essence, the why represents the underlying motivation or mission that gives meaning to our actions and guides our behavior.

Questions it answers!

- ◆ Why do we exist?
- ◆ Why do we do what we do?
- ◆ What drives us to pursue our goals?

Your why helps you derive your purpose





Purpose

- The reason why something is done or used, the aim or intention of something
- The feeling of being determined to do or achieve something
- The aim or goal of a person : what a person is trying to do, become, etc.

Advantages

- Your Purpose Gives Your Life Meaning.
- Finding Your Purpose Creates A Value System.
- Knowing Your Purpose Increases Your Feeling Of Self Worth.
- Pursuing Your Purpose Leads To Fulfillment and Happiness.
- Living Your Purpose It's Good For Your Mental And Physical Health.



'WHY' behind actions is Important for :



1



2



3



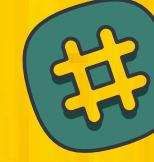
Having a clear understanding of the purpose and impact of your work can be a powerful source of motivation.



When actions and communication align with genuine intentions, it fosters a sense of authenticity, which in turn lays the foundation for trust.

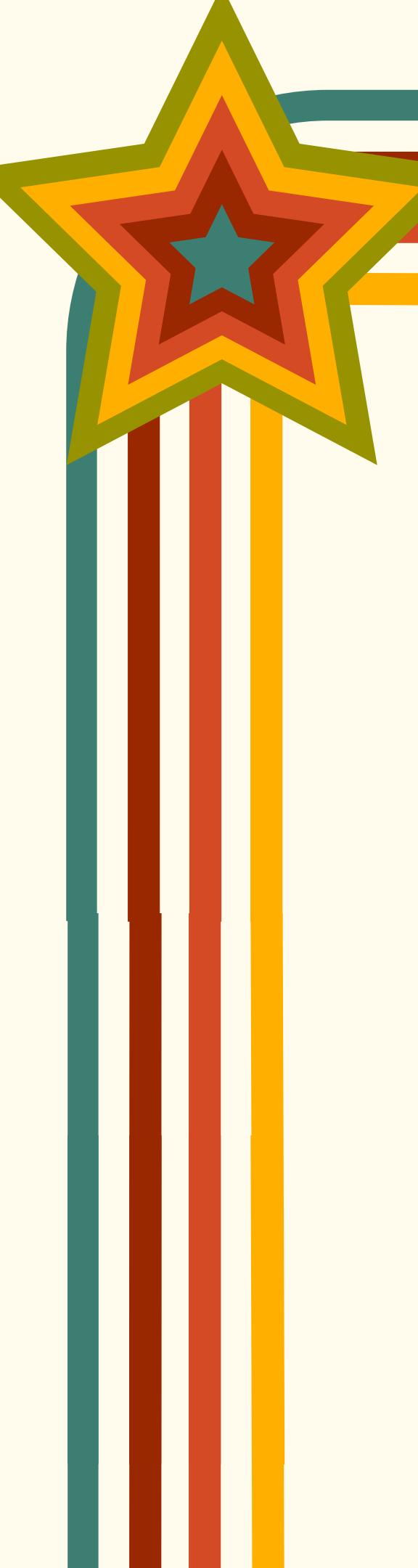


By articulating the 'WHY' clearly, we not only provide a rationale for our endeavors but also invite others to align themselves with a deeper meaning.



Understanding the reason behind a decision can significantly simplify the decision-making process.





Activity

The Purpose Builder



THE STORY OF YOUR LIFE





Your Purpose in 5 Minutes

- WHO are you? I am _____
- WHAT do you do? Empower
- WHO you do it for? Future Leaders
- WHAT do they need or want? A Great Life
- WHAT change as a result? Their lives improved for better

Find your purpose at workplace:

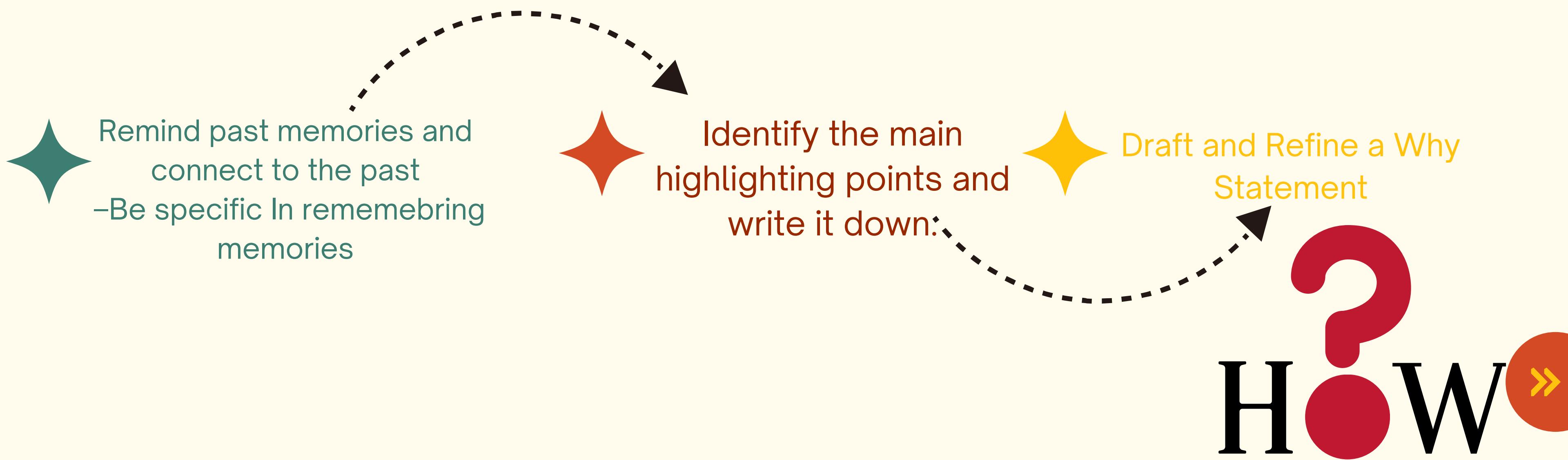
Check your fuel (Where you are/stand at)
Connect the dots (Observe the pattern, why things had happened and what are the results)

Zoom out the view (What is your contribution to a greater goal, mission or purpose)

Seize the moment: (Common regrets in life brought about by the thoughts of undone and unfulfilled goals)



Track your WHY!



Discover your WHY

Discovering your "why" involves understanding your core values, motivations, and the deeper reasons behind your actions and choices. Here are some steps to help you uncover your "why":

Self-reflection:

Set aside dedicated time for self-reflection. This could be through journaling, meditation, or simply quiet contemplation.

Ask yourself questions like: What brings me joy? What am I passionate about? What are my strengths? What are my core values?

Examine past experiences:

Reflect on significant events in your life. What did you learn from them? What values or passions were involved?

Identify moments of accomplishment or fulfillment and analyze the common elements.

Set goals aligned with your values:

Define short-term and long-term goals that align with your values and passions. Achieving goals that resonate with your values

Define your passions:

Identify your passions and interests. What activities make you lose track of time? What do you enjoy doing even if you don't get paid for it? Look for patterns or themes in your interests.

Identify values:

List your core values. These are the principles or beliefs that are most important to you. Your "why" often aligns with your values.

Consider what activities or situations make you feel fulfilled and align with your values.

Seek feedback:

Ask friends, family, and colleagues about your strengths and what they think you are passionate about. Sometimes, others can provide valuable insights.





Creating ‘WHY’ Statement

Creating a "Why" statement involves distilling your core values, beliefs, and motivations into a concise and impactful expression. This statement should articulate the reason you exist or the purpose behind your actions. Here's a step-by-step guide to help you create your own "Why" statement:

Reflect on Your Values and Beliefs:

Identify your core values and beliefs. What principles are most important to you? Consider what truly matters in your life.

Think about Impact:

Consider the impact you want to make in the world or the lives of others. How do you want to contribute positively? Your "Why" is often tied to making a meaningful difference.

Keep it Simple and Clear:

Your "Why" statement should be concise and easy to understand. Aim for clarity and simplicity so that it resonates with others.

Define Your Passions:

Explore your passions and interests. What activities bring you joy and fulfillment? Your "Why" often aligns with what you love doing.

Analyze Past Experiences:

Reflect on past experiences, both positive and challenging. What have you learned from them? Are there common themes or values that emerged?

Use Inspirational Language:

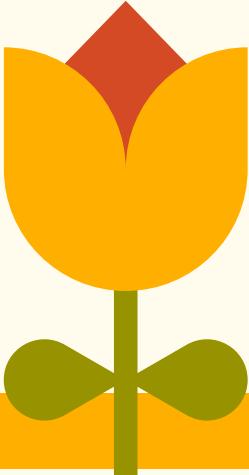
Frame your statement in a way that inspires and motivates. Choose words that evoke emotion and convey the passion behind your purpose.

Connect with Emotion:

Your "Why" statement should evoke an emotional response, both for yourself and others. Emotion creates a connection and makes the statement more memorable.

Make it Timeless:

Aim for a statement that is timeless and not tied to specific circumstances or trends. Your "Why" should remain relevant over the long term.





Creating 'WHY' Statement

Align with Your Actions:

Ensure that your "Why" statement aligns with your daily actions and decisions. It should serve as a guide for your behavior and choices.

Seek Feedback:

Share your draft with trusted friends, family, or colleagues. Get their feedback and make adjustments accordingly. They can provide valuable insights.

Refine and Iterate:

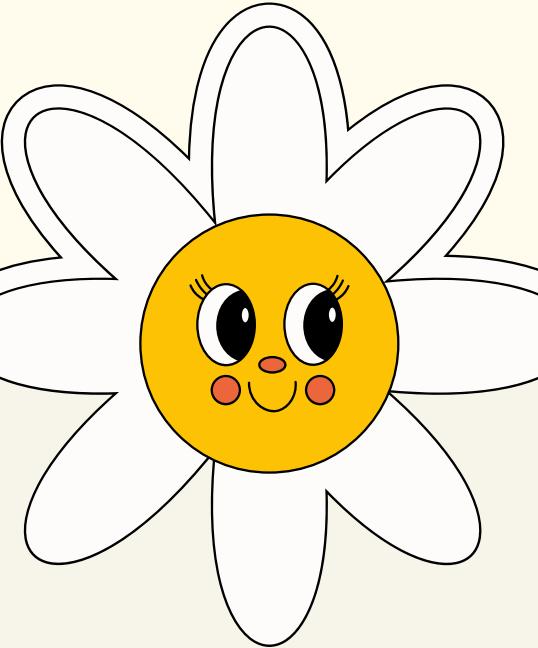
Crafting a "Why" statement is an iterative process. Don't be afraid to refine and revise your statement as you gain more clarity and understanding.

Remember

Your "Why" statement is a personal declaration, and there is no one-size-fits-all formula. It should authentically represent your values and aspirations.

Test it Out:

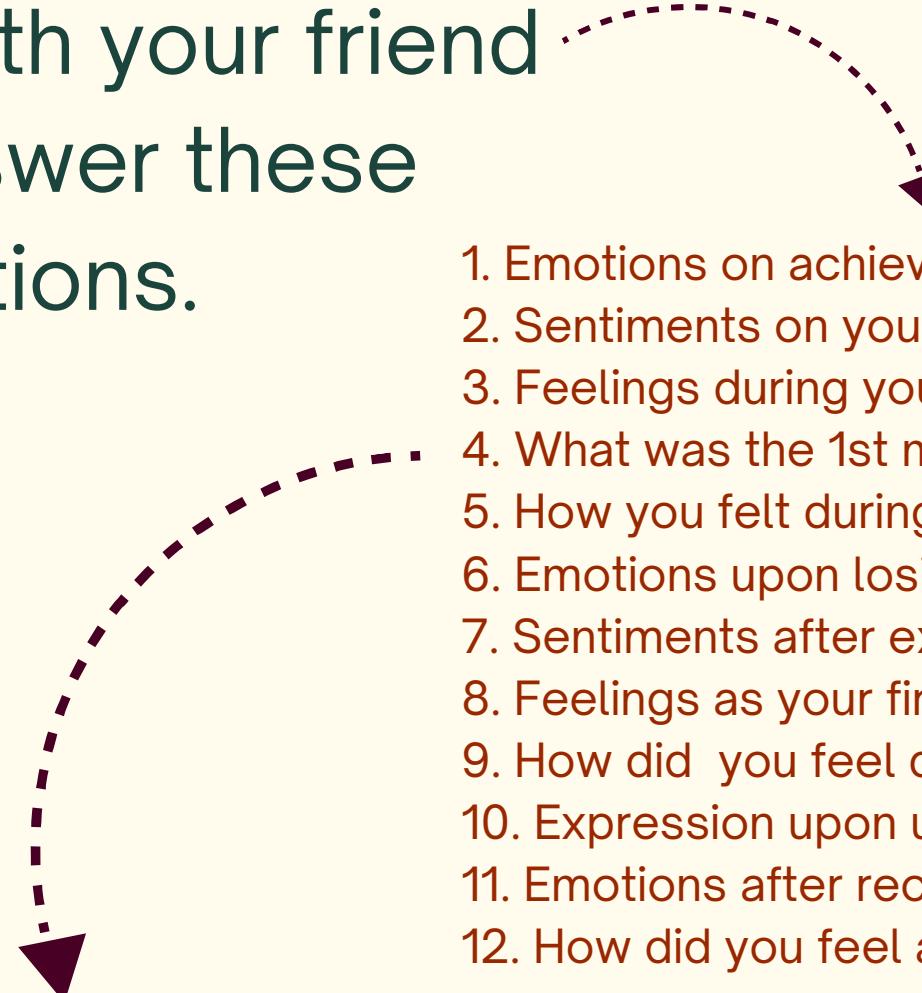
Once you have a draft, test your "Why" statement in real-life situations. See how well it resonates with others and if it accurately reflects your intentions.



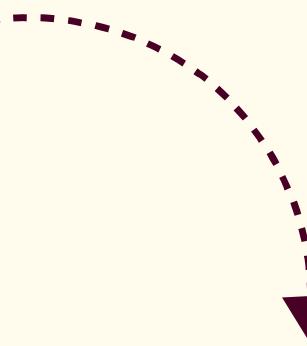
A Generic Idea

"My why is to inspire and empower others to reach their full potential by fostering a culture of continuous learning, collaboration, and innovation."

Sit with your friend
& answer these
questions.

- 
1. Emotions on achieving your first milestone
 2. Sentiments on your 1st failure
 3. Feelings during your 1st ever conflict resolution
 4. What was the 1st motivation for you?
 5. How you felt during your 1st solo travel
 6. Emotions upon losing a loved one for the first time
 7. Sentiments after experiencing your 1st guilt or embarrassment
 8. Feelings as your first bad habit begins to improve
 9. How did you feel during your first encounter in a corporate environment
 10. Expression upon using technology for the first time
 11. Emotions after receiving your first applause of appreciation
 12. How did you feel after first experience of slap (from anyone)

Identify significant moments that shine brightly
and represent the foundation of your life



Draft your Why statement. It should be;

- simple and clear
- Actionable
- focused on the effect you'll have on others,
- and expressed in affirmative language that resonates with you.



Activity

Self-Reflection



A black and white photograph of a man from the chest up. He is wearing a light-colored flat cap and a light-colored, long-sleeved button-down shirt. He is looking slightly to his left with a neutral expression. In his right hand, he holds a dark glass bottle with a label that is mostly obscured by the lighting. The background is dark, and there are some glowing lightbulbs visible at the top edge.

was the cure to racism, sexism
and classism?

Find your Hidden Vault



Follow your passion

Dialogue



Donot follow your passion



there lived an old

Simon Sinek's Golden Circle

What do you do?

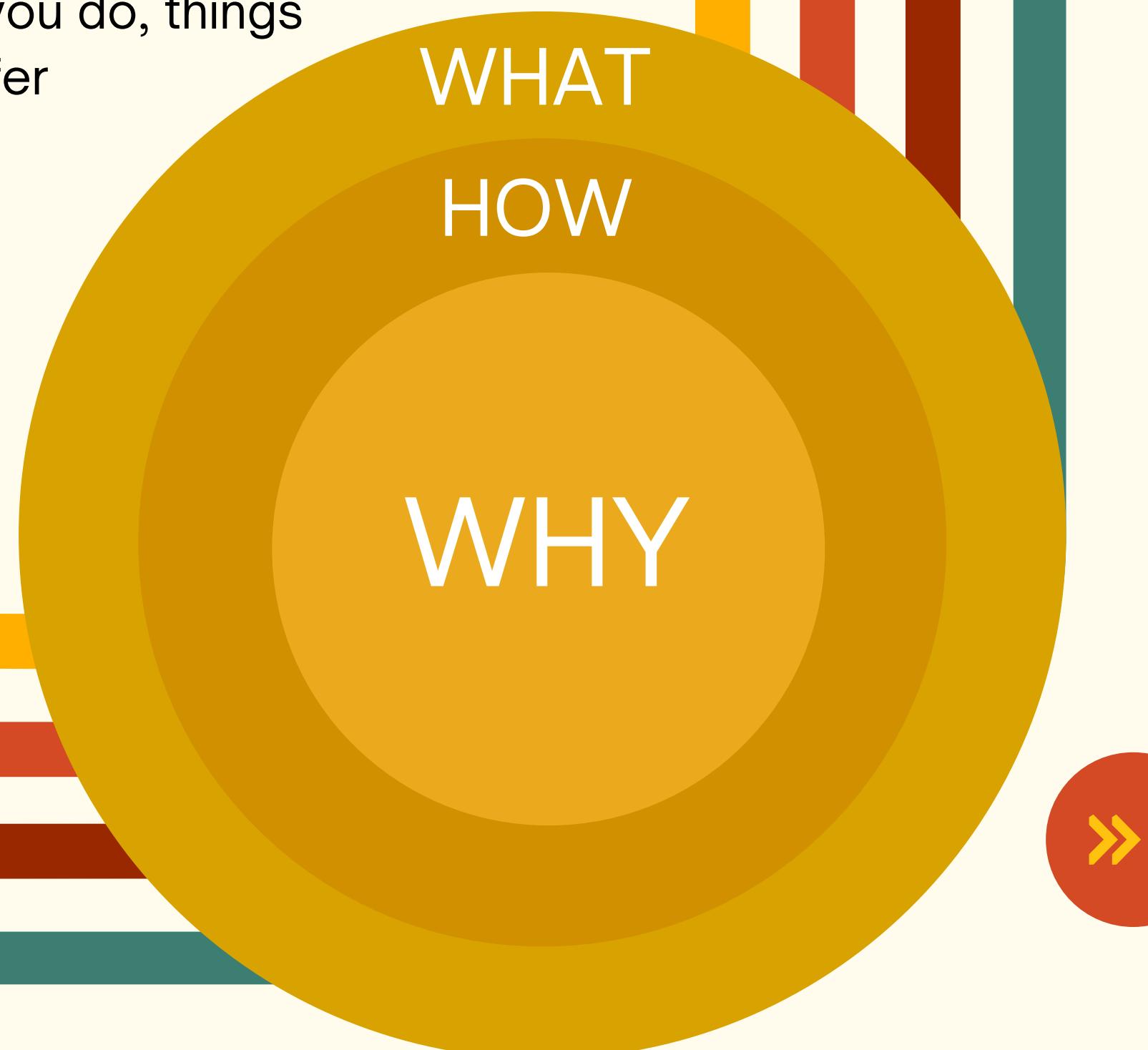
- It can be any regular stuff you do, things you sell or anything you offer

How do you do?

- Things that you do that makes you “WOW” or set you apart from the “LEAGUE”

Why do you do what you do?

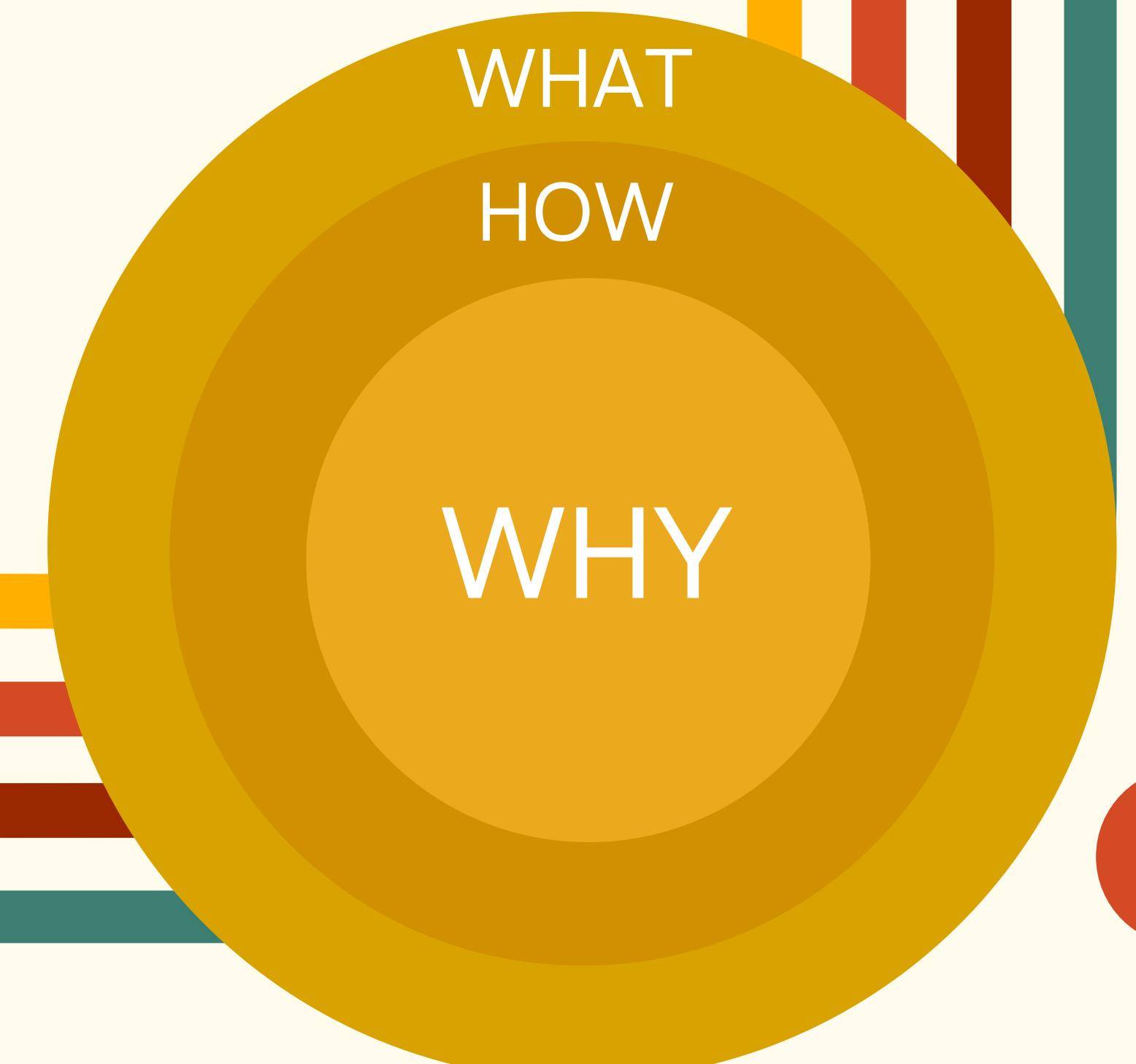
- It is not about making MONEY. It is a PURPOSE, CAUSE or BELIEF. It is a reason that you exist



Nokia wants to create a new world; to transform a big planet to a small village. Their vision is to create, build, and encourage people from all countries to communicate with each other in order to create a world where everybody is connected.

Why NOKIA failed!

- Over-confident
- Didn't modified their WHY statement with passage of time.
- Stick to their old methods.
- Lack of leadership
- Bureaucratic structure
- Short term goal
- Culture of failure



Modifications required as per the market needs

Leaders

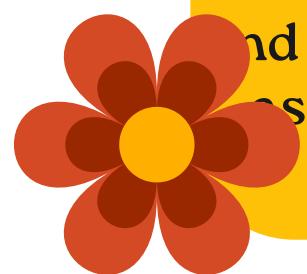
Leaders hold a position of power or influence



VS

Those who lead

Those who lead inspire us



Understanding the "why" is essential for individuals and organizations to inspire, build trust, make meaningful decisions, and find fulfillment in their actions, serving as a guiding force shaping behavior and creating purpose.



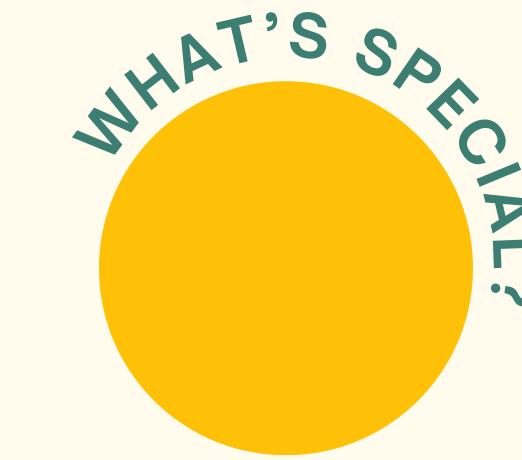
Great leaders inspire by articulating their purpose and beliefs, not just focusing on the "what" or "how" of actions.





You can inspire others when you truly feel what you are saying (connected to your why/purpose)

Why are the industry leaders different?



- They know their why. The purpose of their existence
- All of them think, act and communicate from the inside out.





slip stuck on the door of the office on

‘WHY’ For organizations

Clarity of purpose provides a clear direction.

Finding purpose within an organization is imp as it aligns employees with a shared vision and mission. When individuals understand how their roles contribute to the broader purpose of the organization, they feel more motivated and engaged in their work.



The Tribe’s Approach

A group of people who share common interests, values, or goals and form a community based on those shared traits.



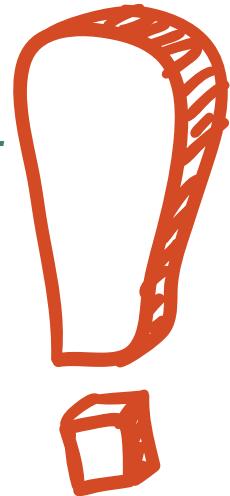
Organizational Teams

Divisions, subdivisions, teams should be aligned to organizational common goal/purpose to get succeed. For that, you need to know the ‘Organizational WHY’



How to know Organization's WHY?

If you can't align your original purpose with the organizational purpose, this is a moment of truth you need to reconsider what you are doing!



Step 1

Ways to know organization's why

- Know your Business, its mission, vision and values
- Stay connected to your peers
- Read the articles and interview of your company's leaders
- Observe the culture of organization.

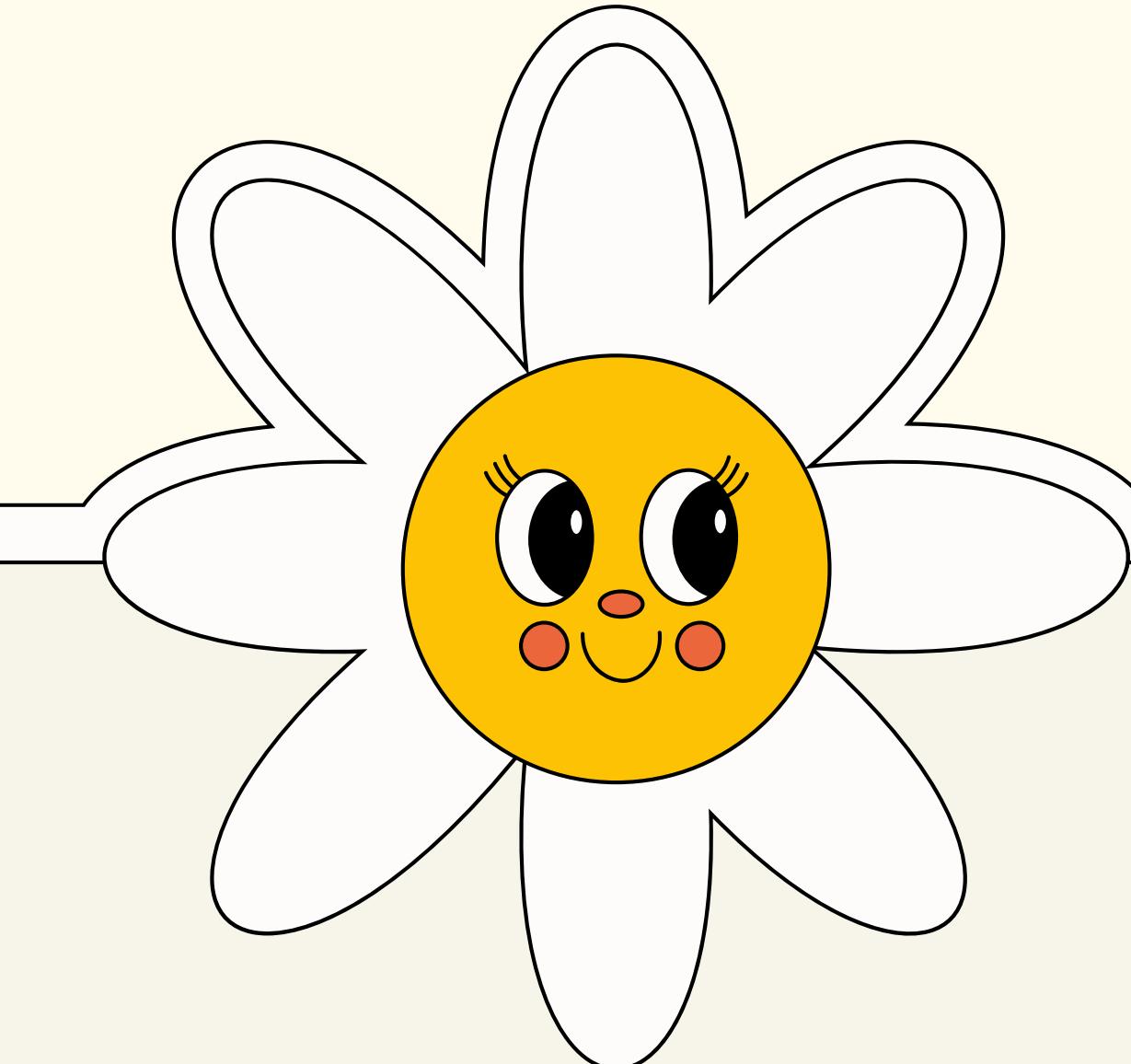
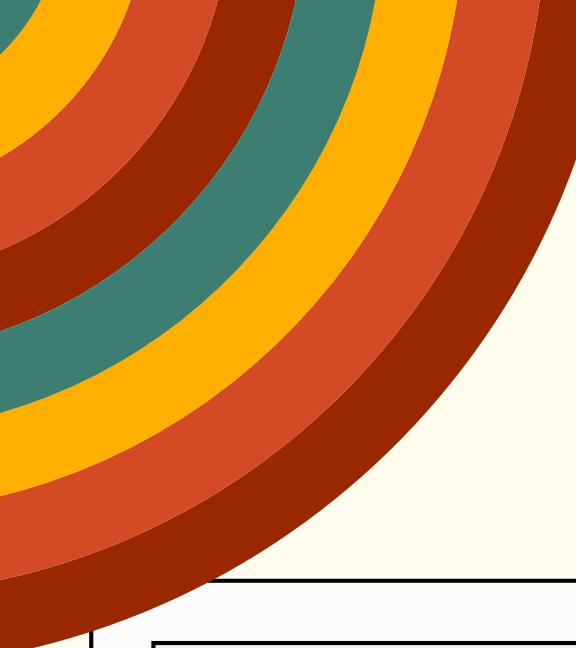


Step 2

Align your WHY with organization's WHY

- Reflect on personal values, passions, and goals. Consider what brings fulfillment in personal and professional life.
- Find areas where personal values overlap with organizational purpose. Recognize aspects of the organization's mission that resonate personally.
- **Set Personal Goals:** Define personal aspirations within the context of the organization's purpose.
- **Align Your Work:** Integrate daily tasks, projects, and responsibilities with the organization's purpose. Seek out meaningful projects that contribute to organizational goals.
- Remain open to change and adaptation.





*We have confused success with fulfillment,
accomplishment with satisfaction, and
achievement with peace...
which isn't the Truth.*

Why is purpose important for success?

It's a main driver to stay motivated when things get tough, so you can set and meet short- and long-term goals. And maybe most of all, it makes you feel like you are making a difference in the world. Think about this: When you have a sense of purpose, you tend to have: Increased optimism, resiliency and hope.

Keep in mind, success in today's society and world is usually defined by the superficial rewards glorified in the media, such as: wealth, power, fame, luxury, prestige and recognition.

Feeling successful

- subjective perception of success, where individuals experience a sense of accomplishment, fulfillment, and satisfaction in their endeavors.

Being successful

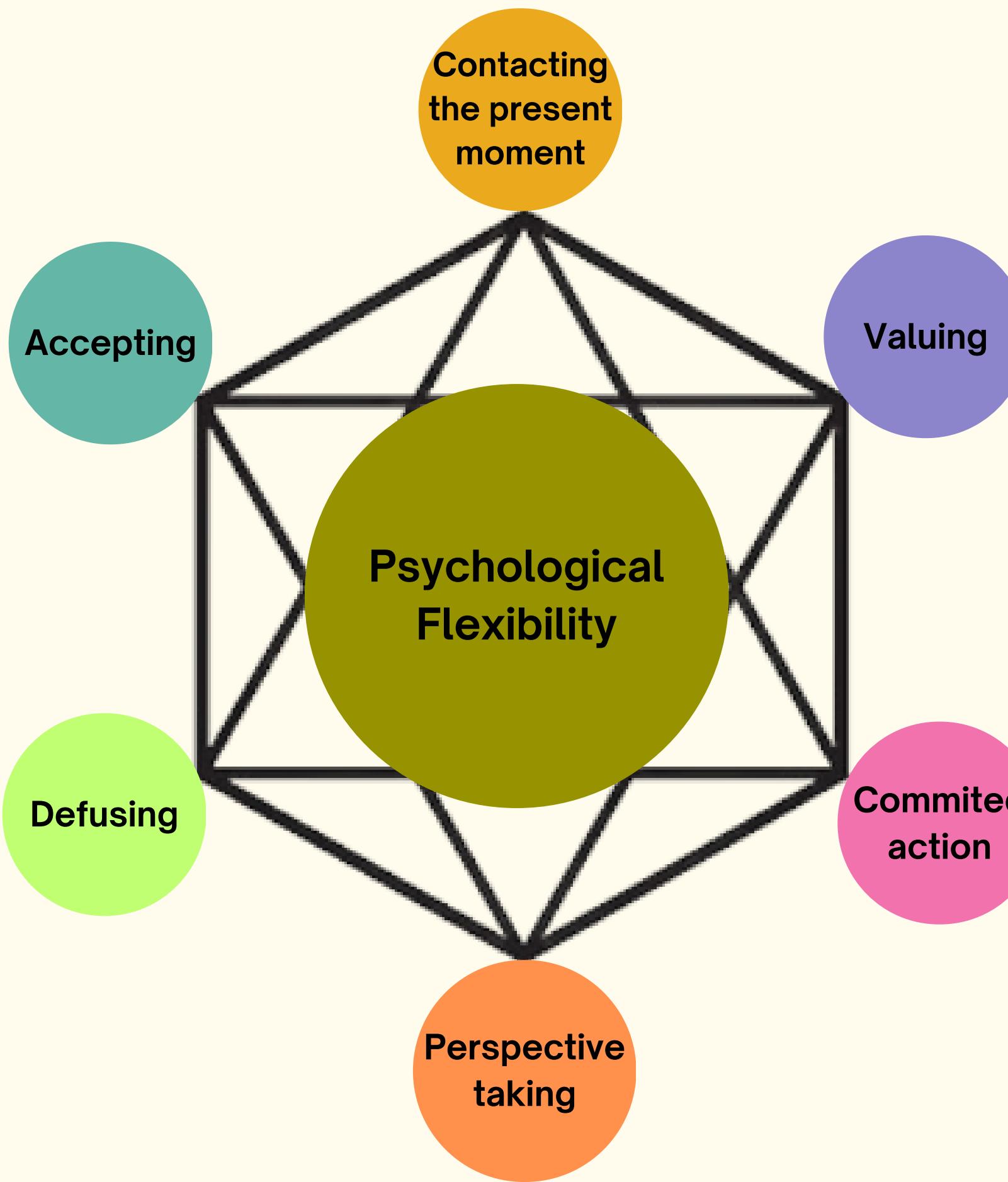
- Being successful is more objective and refers to actually achieving desired outcomes, goals, or milestones.
- It involves tangible accomplishments, such as reaching specific career milestones, financial stability, making a positive impact on others or society, and achieving personal growth and development.



Your own Meaning of
purpose



It demonstrate credibility and competence



Focus on HOW?



Focus on WHAT?

Move on &
don't
worry for
past

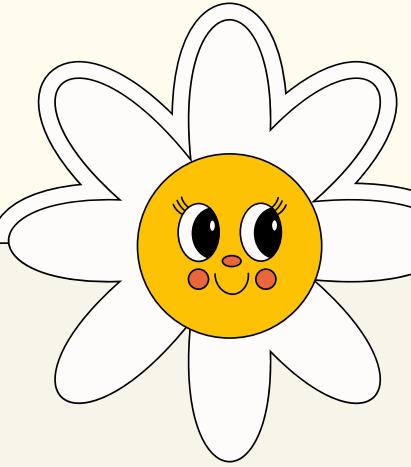
Embrace
Change &
face
challenges

Be Happy ,
don't waste
your time
on
concerns

Be kind &
fair
don't fear
to speak up

Take
calculated
Risks

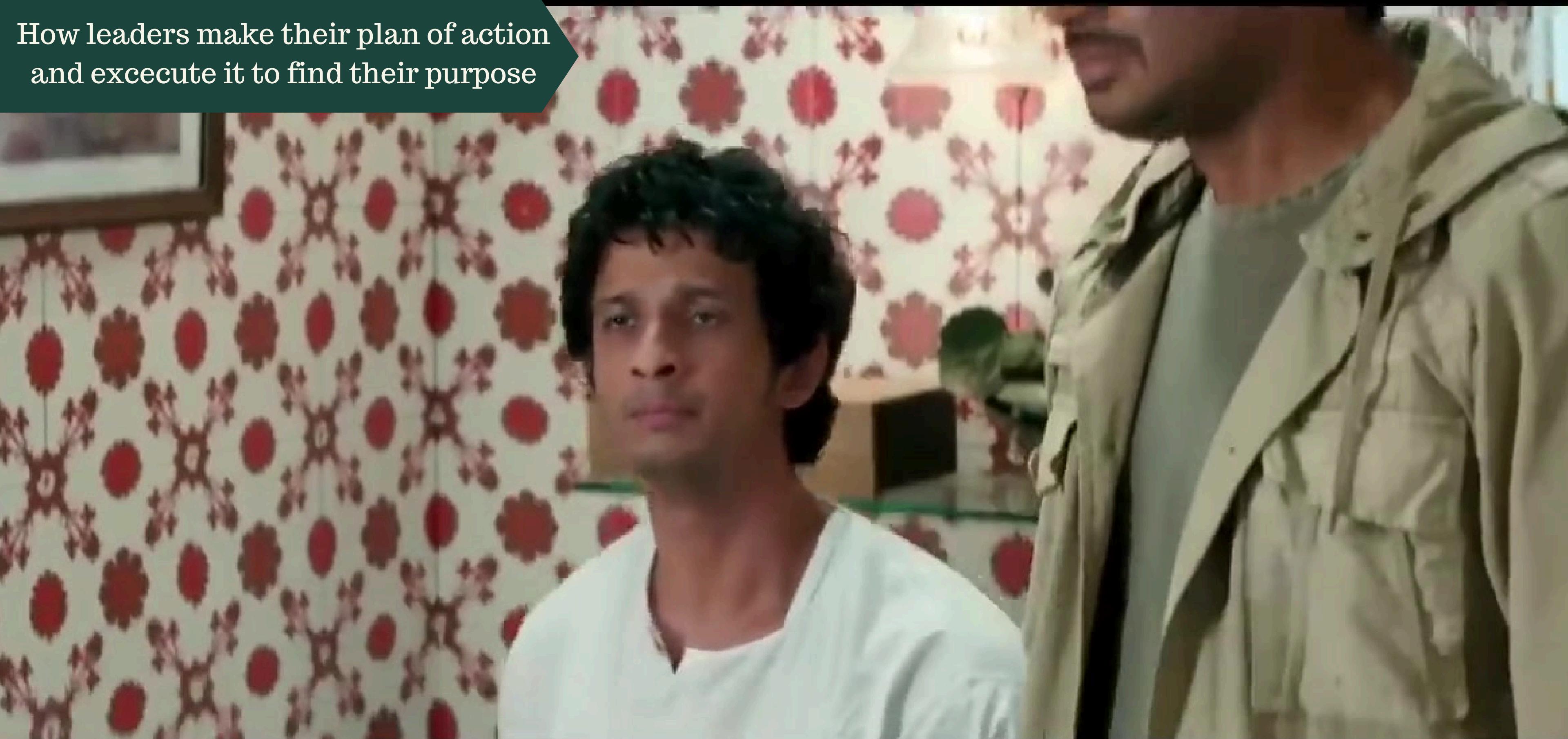
Celebrate
other
people
success

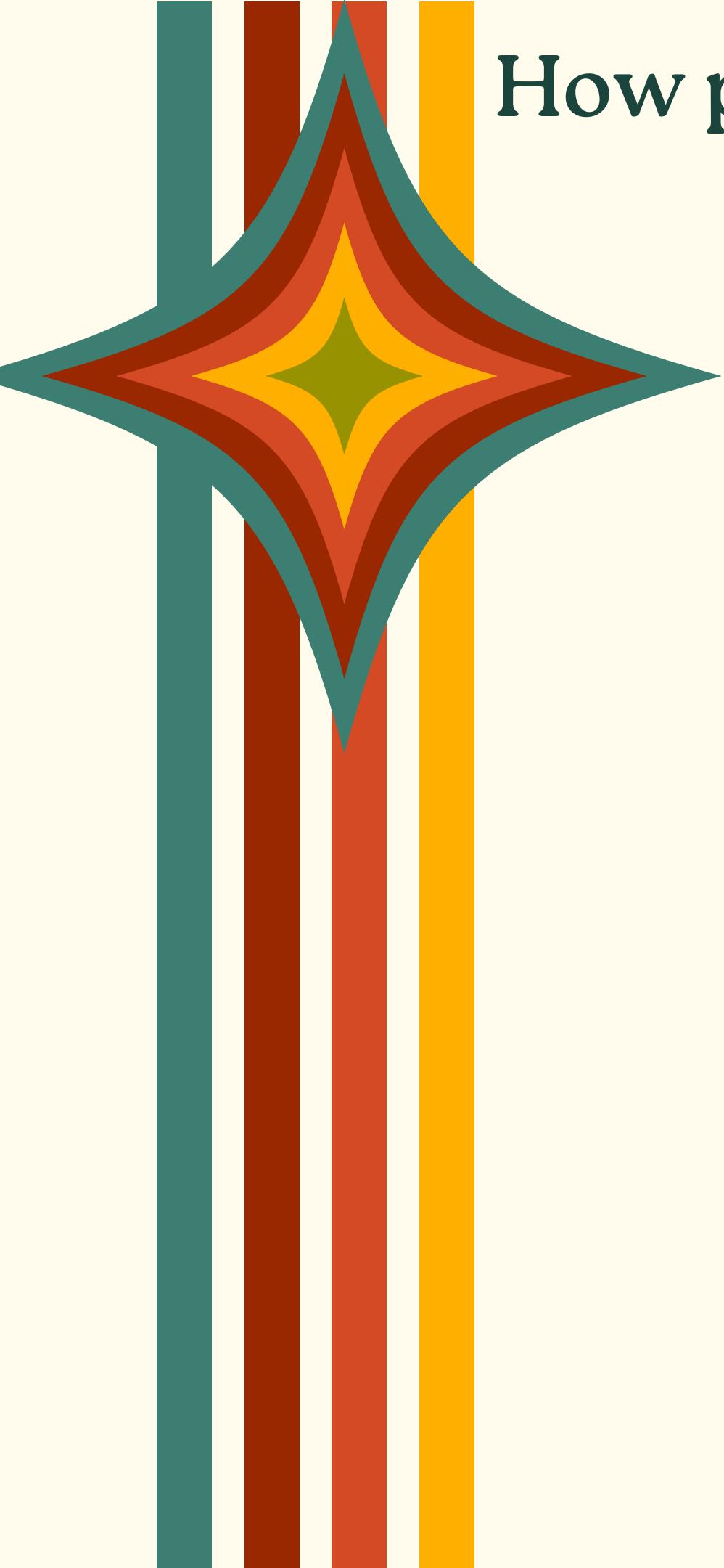


- "What" involves describing the specific offerings, solutions, or outcomes that the organization delivers to its customers or stakeholders.

focuses on the surface-level manifestations of the organization's purpose and strategy.

How leaders make their plan of action
and execute it to find their purpose





How purpose is achieved?

**Positive
attitude
towards life**

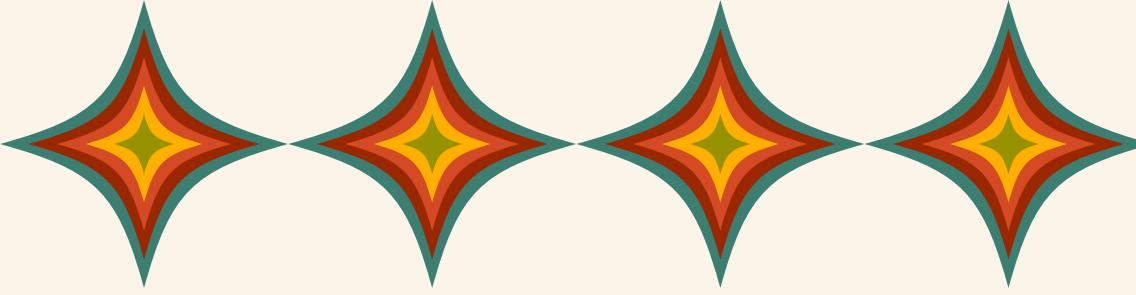
Adaptability

**Learning
mindset**

Gratitude

**Persistence
&
consistency**

**Self-belief/
Self
awareness**



Instead of getting lost in the what, when, how, and where, focus on why—your purpose.

By each passing second, you'll learn that success is not about having brilliant ideas, its about efforts and learnings

First step towards change is always difficult, carrying fears, insecurities and doubts

without purpose,, you stuck in a never-ending cycle. Each day is like a repetition of the last

Remember you cannot change your past, what you can do is to make our future brighter.



The journey will not be easy,you'll find hard times when you think that task is unachievable, try to break it into piece so smaller tasks can be achieved easily.

once you summoned your courage and overcome your inner obstacles , the giant of fears may convert into confidence and determination.

once you strive for something more meaningful. it's not easy

It's not Easy!!!





nothing in the world can take the place of persistence.

Thank you!

Ask if you have any queries

