***The 'Why' Context***

**Motivate the troops by underpinning the strategy with a bigger mission.**

Many people think a brand's 'why' is the same as its value offering it is not. Your 'why' is the reason it would be a good thing for your business to succeed in its offering. How would the world benefit from this? What would change? Why does that matter?

Tie your value offering to a compelling 'why' to motivate your team (and possibly your consumers) to join you.

1. Gather a diverse cross-section of people from your organization, divide them into three teams and

present your strategy to them in a motivating manner (try Strategy Story).

2. Ask them to come up with as many reasons as possible why this plan is a good or important thing. Assign each team one of the following categories:

**Customer benefit 'why'**

Why is it a good thing for your customers? How will it make their lives better? (Not all strategies need a very compelling customer benefit 'why'.)

**Category change 'why'**

How will you change the shape of your category by your actions? Are you going to revolutionise it? Why is this inspiring or meaningful?

**Social good 'why'**

Will it have a positive social or environmental effect? Is that why it's exciting? (Social good 'whys' are powerful, but only if they are true.)

3. Get each team to present their 'whys' back to the group and have everyone vote on which they find the most exciting and motivating. This is your why. (Now try feeding it into The Philosopher.)