

# How to Find Your Why and Open Your Book

From *Find Your Why* by Simon Sinek

“There are two other main components to look for: contribution and impact. These are the building blocks of the final Why Statement—the contribution the person makes to the lives of others and the impact of that contribution over time. We write it in this format: TO \_\_\_\_\_ SO THAT \_\_\_\_\_. The contribution is the first blank and the impact is the second blank. For example, Simon Sinek, the author of *Start with Why*, expresses his own WHY in these words:

*To inspire people to do the things that inspire them so that, together, we can change our world.* Simon’s contribution is what he actively does for others (seeking to inspire them) and the impact is what happens when that contribution is made (a lot of people working together to change our world).“

Simon’s video is famous and instructive <https://www.youtube.com/watch?v=qp0HIF3SfI4...> Builds on prior diffusion theory in communication [https://en.wikipedia.org/wiki/Diffusion\\_of\\_innovations](https://en.wikipedia.org/wiki/Diffusion_of_innovations) I really believe "What's new" about this reformation is that we are connecting people with the why in our hearts.... and in our Father's heart. It's very prophetic and very practical... it naturally drifts toward impacting nations. <http://releasingkings.com/2014-08-03-finding-your-why/>

John’s example “Why Statement” – “Intentional Reformation”

**To** start a viral and contagious reformation by helping people, businesses, and nations open their book and connect with the desires God wrote in their own hearts...

**so that** kings are empowered to be themselves in purpose, creativity, competence, productivity, prosperity, and ministry to build the Kingdom in all 7 mountains and disciple nations.

## Your personal why Statement

To \_\_\_\_\_,

so that \_\_\_\_\_.

# Mind Map For Heart Goals



Goals – where will I be (Looking back from future)	“Why” + (how it will feel?) “Vision” What does it look like?	What’s the Next Step?
1.		
2.		
3.		
4.		
1.		
5.		
6.		
7.		
8.		
9.		
10.		