

The 9 WHYs

1. **CONTRIBUTE:** To contribute to a greater cause, make a difference, add value or have an impact
2. **TRUST:** To create relationships based on trust.
3. **MAKE SENSE:** To make sense of things, especially if complex or complicated
4. **BETTER WAY:** To find a better way and share it.
5. **RIGHT WAY:** To do things the right way in order to get results.
6. **CHALLENGE:** To think differently and challenge the status quo
7. **MASTERY:** To seek mastery and understanding
8. **CLARIFY:** To make crystal clear and understandable.
9. **SIMPLIFY:** To decrease complexity.



WHAT IS YOUR WHY?

