

EXERCISE 1.1: THE WHYS

INSTRUCTION:

Start with your work and ask "Why does that matter?" three times to reach your core motivation

otivation.	
ब्रि	What I do: (Current Project/Innovation)
ब्रि	Why it matters: (Immediate Benefit)
園	Why it ultimately matters: (Global/Community Impact) ->
DSAI	with it ditilitately matters. (Global/Community impact) ->

☼ Core Purpose Statement: (One powerful sentence)