

RESOURCE: 6 Things You Should Consider When Finding Your Why

In Simon Sinek's book, 'Start With Why?' He says people don't buy *what you do*, they buy *why you do it*.

Most business communication talks about the 'how', 'where', 'what' or 'when', but the most important aspect of storytelling is the 'why'.

When you tell people your 'why', you're actually sharing your values and beliefs. You're making a connection.

One company who are masters of storytelling is Apple. Co-founder Steve Jobs once said: "The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come."

Before you tell your story, it's important know what your story is designed to do and be clear on why you do what you do.

Here are 6 things to think about when developing your "why":

1. Know your story

If you're going to *tell* people 'your story', then you need to *know* your story. You cannot tell what you do not know.

If you can't tell your story seamlessly, then your story is going to be full of holes and inconsistencies. Any veracity in your story will be lost, your audience won't be able to connect with you, or, even worse, they'll lose trust in you – and ultimately in your product or service.

2. Reasons for your choice

Why did you choose to become an entrepreneur or a business owner? Did you have other options? If so, why did you go for this one?

With the best will in the world, even the most successful of business people have asked themselves at some point or another why they didn't opt for a different career....one that came with less stress and anxiety.

- Work out why you are in the business that you're in.
- Where were you in your journey when you made the decision to go down this road?
- Where were you living?
- How were you living?

3. Who or what inspired you?

This is one of the most compelling aspects of your story and, as such, one of the most critical questions you have to ask yourself in order to create your 'plot'.

- Why *do* you do what you do?
- Were you inspired by someone? If so, who?
- What was it about them that inspired you?

4. Give a little history

Describe what you did before you started your business. Don't gloss over the facts. The more honest that you are, the more you'll reel people in and the more you'll keep their attention.

People love a 'rags to riches' story, so if you started off with humble beginnings, leave no stone unturned. Tell it as it was.

Your audience will appreciate your honesty and many will be able to relate to you entirely.

5. Position yourself properly

Have you thought about *why* you're telling your story? In order to tell a powerful, dynamic story, you must be sure that you position yourself correctly. If you don't, then you run the risk of pushing the wrong narrative and your message can be at best misinterpreted or, at worse, be completely lost.

- Are you telling your story to inspire others?
- To show yourself to be someone who provides solutions?

If either of these things are true then work that into your story.

Or...

- Are you wanting to promote your company as a compassionate one that puts its customers and clients first?

Again, you need to work that into the story in a creative manner.

6. Be true unto yourself – and to others

Most people can spot a fraud within minutes, so don't be tempted to present a fake image of yourself.

If you go for the 'I've never made a mistake, look at how great my company is', you're going to fall at the first hurdle, because anyone involved in business knows that that's simply not true.

Be honest. Present a narrative that is both positive and authentic. Give them the flaws. Give them the honesty. Give them the mistakes.

Then give them the 'here's how I turned it round'. They'll not focus on the flaws and the mistakes – many will have been there themselves – but they will appreciate your honesty and they will admire your baring your soul.