

Name: \_\_\_\_\_

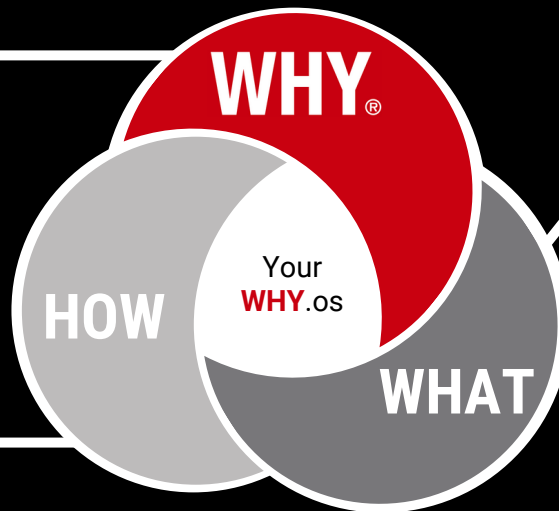
Team **WHY**.os

\_\_\_\_\_

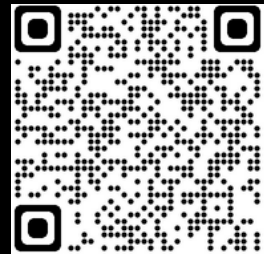


1.Scan QR for WHY

\_\_\_\_\_












\_\_\_\_\_



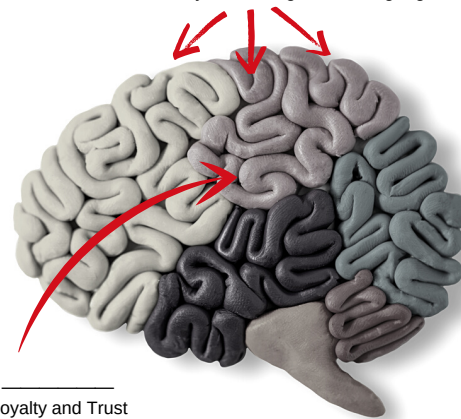
2.Scan QR for WHY.os

## The 9 **WHY**s

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

## Brain Biology

\_\_\_\_\_



Feelings like Loyalty and Trust  
Decision Making  
No Language

## 3 Big Strategies

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Simple **WHY**.os

**WHY:**

**HOW:**

**WHAT:**

## One Last Thing



[tinyurl.com/2p94ypd4](https://tinyurl.com/2p94ypd4)

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## WHY Matrix

First	Last	WHY	HOW	WHAT

## WHY Directory

Contribute	
Trust	
Make Sense	
Better Way	
Right Way	
Challenge	
Mastery	
Clarify	
Simplify	