

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

**WHY**<sup>®</sup>

Discovery

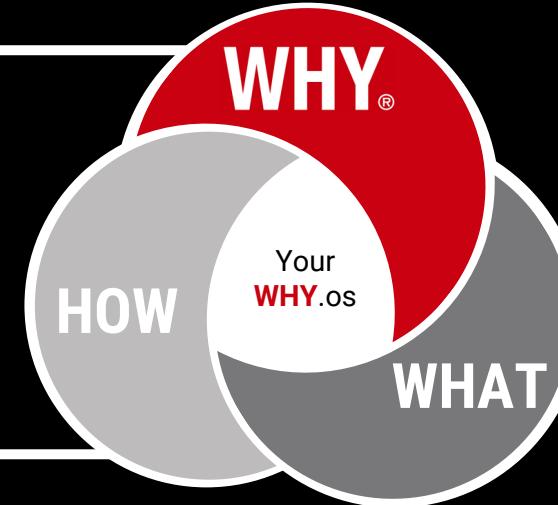
Text "WHY" to

855-540-2217

Revealed at Webinar

TBD

TBD

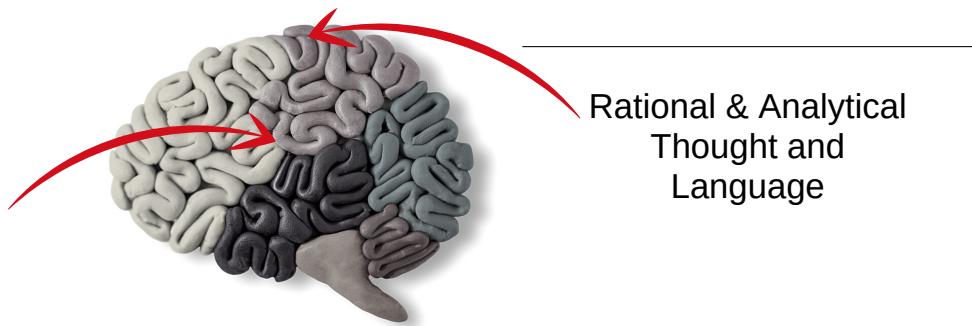


## The 9 WHYS

- 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 clarify or create clarity
- 9. : To simplify or make understandable

## Brain Biology

Feelings like Loyalty and Trust  
Decision Making  
No Language



## What is a WHY.os?

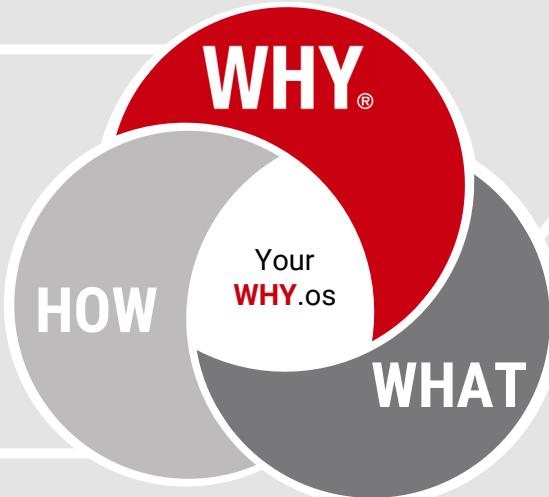
**WHY:**

**HOW:**

**WHAT:**

# WHY®.os Discovery

Steve Jobs'  
WHY.os



John's  
WHY.os



John vs Dr. Gary

