



We Believe: We believe life's _____ become easier when you know your WHY and everyone needs to know their WHY.

Our Vision: To be the _____ in self-awareness. When people are looking to find out who they are - they don't know where to turn - they turn to the WHY Institute. They know that they need to Discover their WHY first.

Our Purpose: To provide people instant confidence, clarity, and direction so that they can _____ and have a bigger impact.

Our Goal: To help _____ people discover and make decisions based on their WHY.

Our Strategy: Provide _____ and share our expertise and have the license to control and monetize usage of our technology.

Your Role: