



## HOW TO CREATE YOUR BUSINESS WHY

**WHY/HOW/WHAT – If you haven't already, watch the YouTube Video:**  
<https://www.youtube.com/watch?v=sioZd3AxmNE>

Your WHY is the reason for your business. It's your underlying motivation. Your WHY helps explain how your business satisfies your life's purpose.

Simon teaches that there is a formula to help you develop your WHY. There are two parts: the contribution and the impact. The contribution is what you do each day; the impact is your desired effect on the world.

TO (CONTRIBUTION) SO THAT (IMPACT)

La Marzocco makes coffee machines. Here is their mission statement: "To build relationships so that we enrich the lives of others."

Notice there is no mention of their actual product in their mission statement. Instead, La Marzocco focuses on its contribution and impact.  
<http://international.lamarzocco.com/en/vision-mission-values/>

### What is your CONTRIBUTION? Here are some examples:

- Help people create successful habits
- Serve others
- Bring driven entrepreneurs together
- Connect motivated entrepreneurs
- Build lasting connections
- Inspire entrepreneurs
- Engage others
- Motivate others
- Improve people's habits



## What is your IMPACT? Here are some possible answers:

- Build a community and trusted support network
- Build real relationships with endless possibilities
- Create an inspiring support community
- Enrich the lives of everyone we touch
- Help people reach goals beyond their dreams
- Help others achieve more than they thought was possible
- Collectively achieve more
- Know I have made a difference
- Share knowledge and ideas
- Support your peers
- Help entrepreneurs with accountability

## Now tie it all together.....

### ECCOUNTABILITY'S WHY

Challenge, inspire, and support entrepreneurs (our contribution) in order to create a global community of accountability (our impact).

### How

Connect like-minded entrepreneurs with a diverse range of skills, backgrounds and experience; support one another through their common goals, collective learning, and enhanced understanding.

### What

Online platform that connects driven, goal-oriented business owners from around the world; matches them into highly-targeted Mastermind Groups (Tribes) and one-on-one accountability sessions. Structure creates consistency via community, aids with goal setting, and facilitates peer-to-peer learning.





## OPTIONAL WORK BELOW

### Mission Statement: (something easily remembered)

Support entrepreneurs globally to achieve their true potential.

### Our Philosophy: (what do you believe?)

Entrepreneurship is a leading force of innovation. It is also a skill that must be learned and practiced. Helping others is innate to us all. We empower entrepreneurs to achieve more.

### Our Values (list 4-8 key values)

Challenge, Inspire, Support, Connect.

Commit to creating a world-class structure for support, advice, and guidance in business.

### Impact: (what impact do you want to have)

Attract altruistic and inspiring people. Cultivate the right environment and resources to put people in a position to help support themselves and others.

### Longevity: (what will this mean over time)

Continue to cultivate a self-perpetuating environment of people willing to enrich the lives of those around them. Create a movement of innovative thinkers and inspirational leaders who leave a lasting legacy.

### Reputation: (how do you want to be known/remembered)

Established within our community as a focal point for support.

