

*Without a Why, big things can't happen.
With it, you become unstoppable.*

SIMON SINEK

My Why

MY WORK

1. What do you do for work?
2. Why do you do it? Don't overthink it - just write what comes to mind.
3. How is what you're doing making you a better person?
4. How is what you're doing making the world a better place?
5. What gets you up in the morning and keeps you up at night? What activities make you lose track of time?
6. What is one event that shaped your why the most?

MY BELIEFS

1. What topics do you find yourself continuously arguing or defending with others? What beliefs does your stance represent?
2. What makes you most angry about the state of the world?
3. What are you most afraid of for the next generation (whether you have kids or not)?
4. What makes you happiest in your life? What excites you?
5. What is your belief of how the world should be?

MY BELIEFS & WORK

1. Given your answers, what 3-5 beliefs are you most passionate about?
2. In what ways does your work in doTERRA embody those beliefs?

My Just Cause

A Just Cause is linked to our WHY, our noble purpose for being. Our WHY comes from our past—it is our origin story and it is who we are. Our Just Cause is our WHY projected into the future. It describes a future state in which our WHY has been realized. It is a forward looking statement that is so inspiring and compelling that people are willing to sacrifice to see that vision advanced.

The five criteria to Just Cause:

- 1) **For Something** - It serves as a positive and specific vision of the future.
- 2) **Inclusive** - It is open to all those who wish to contribute.
- 3) **Service Oriented** - The primary benefit of the cause has to go to those other than you, the contributors.
- 4) **Resilient** - Be able to endure political, technological and cultural change.
- 5) **Idealistic** - Big, bold and ultimately unachievable.

MY JUST CAUSE

1. **What is a cause you want to be part of and contribute to? What cause rallies you, that you would fight for?**

2. **What is your vision of a better world?**

3. **If you could wave your magic wand, what's one thing you would do to make the world better?**

4. **What is your "just cause"?** Some example phrases may include:

"I imagine a world in which..."

"I believe that everything I do is to..."

"To uniquely contribute to the world..."