

Discover Your *Why*



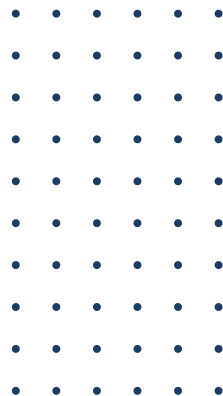
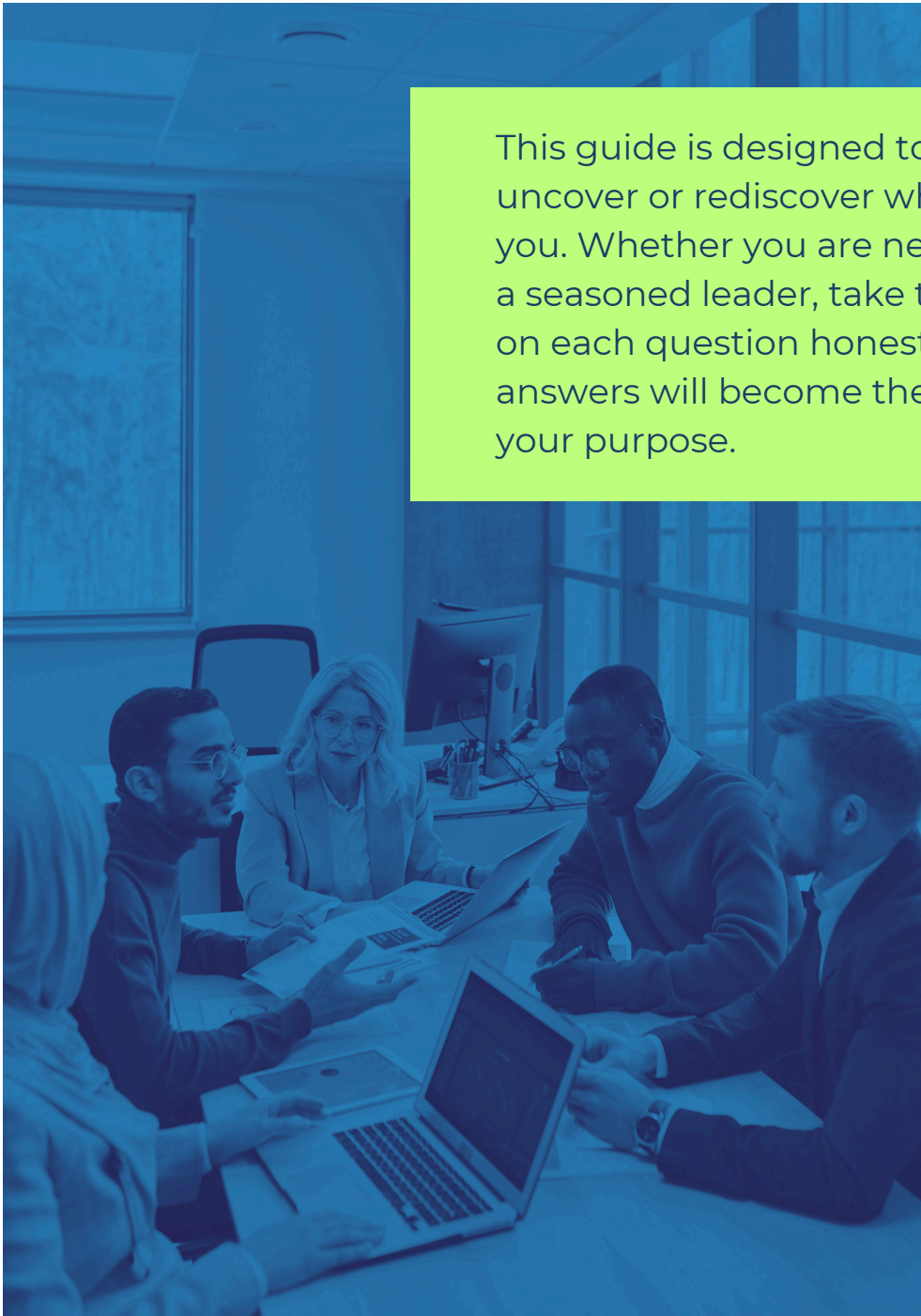
Lead with conviction.
Protect with purpose.

Developed by:
Amanda Arndt

“WHEN YOU KNOW YOUR *WHY*, YOUR HOW BECOMES CLEAR.”

–JOHN MAXWELL

This guide is designed to help you uncover or rediscover what truly drives you. Whether you are new to the field or a seasoned leader, take time to reflect on each question honestly. Your answers will become the foundation of your purpose.





THE PAST: *WHERE YOU'VE COME FROM*

Before you can move forward, you have to understand what shaped you. The past doesn't define you, but it does explain the fire you carry today.

1

What experiences shaped how you view work, success, and responsibility?

2

When did you first realize you wanted more than the 'normal' path?

5

Who believed in you before you believed in yourself — and what did they see?

6

What part of your story still fuels you today — and what part are you healing from?

Additional Reflections-

3

What part of your original WHY still feels true? What part has evolved?

4

What's something you've stopped doing that used to make you come alive?

5

How do you need to re-recruit yourself into your own mission?

6

What frustrates you most today — and what truth reminds you to keep going?

7

When you think about what matters most, what do you want your work to protect?

Additional Reflections-

THE PROFESSIONAL: *THE BUILDER INSIDE YOU*

The moment you chose entrepreneurship, you chose growth. Whether you're learning the ropes or leading a team, this section is about your standards, your craft, and your vision.

1

What made you choose this path over a traditional W-2 job?

2

What does leadership mean to you — and how do you want others to experience it through you?

3

When do you feel most alive in your work?

4

What habits, disciplines, or routines make you your best?

5

Where have you grown since you began — and where have you grown comfortable?

6

How do you stay inspired when the business starts to feel familiar?

Additional Reflections-

THE FUTURE: *WHO YOU'RE BECOMING*

Your WHY grows as you do. The future isn't about the number you'll hit — it's about the person you're becoming and the impact you'll leave behind.

1

If everything went right, what would your life look like five years from now?

2

Who are you becoming through this process — not just what are you earning?



THE CORE: *DEFINING YOUR TRANSPARENT WHY*

Every answer above is a thread. Together, they form the truth behind why you show up — the reason you lead, protect, and build. Whether you're discovering it for the first time or redefining it, this is your moment to claim it.

1

Looking over everything you wrote, what themes or truths appear again and again?

2

What emotion sits underneath it all — freedom, redemption, purpose, belonging, or legacy?

3

What does your WHY protect in your life?

4

What is the one truth that holds you steady when everything feels hard?

Write 3–5 sentences that describe what drives you, who you’re doing this for, and what your work represents.

Be honest. Be human. This is your compass.

My WHY is...

Signed and declared on this day:

Name

Date

FINAL REFLECTION:

Keep this guide where you can see it. Return to it often. Your WHY isn’t a statement you write once — **it’s a compass you live by.**

ENDORSED BY:

Amanda Arndt

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