

Big Why Discovery Worksheet

This worksheet helps you define your purpose, motivation, and deeper reasons driving your journey. Use it to gain clarity, stay focused, and build resilience.

1

Defining Your Big Why

Purpose: Identify what drives you and keeps you motivated.

Action Steps:

- Write your Big Why in a clear statement.
- Reflect on its emotional significance.
- Visualize your future success.



Going Beyond Money

Purpose: Find deeper motivations beyond financial gain.

Action Steps:

- List 3 motivations more important than money.
- Define the impact you want to leave.

2

Example:

Motivation

Creating memories
Helping the community
Personal growth

Why It Matters

Stronger family connections
Positive social impact
Becoming my best self

3

Visualizing Success & Overcoming Obstacles

Purpose: Stay inspired and resilient through challenges.

Action Steps:

- Visualize your future lifestyle.
- Identify potential challenges and strategies to overcome them.
- Build habits to maintain discipline.



Example:

Vision of Success

Time with family
Building a legacy
Personal growth

Obstacles

Time management
Fear of failure
Burnout

Strategy to Overcome

Schedule family time
Surround with support
Daily self-care & affirmations

Evolving Your Big Why

Purpose: Adapt your purpose as you grow.

Action Steps:

- Review & update your Big Why quarterly.
- Adjust goals to match new priorities.



4

Example:

	Original Big Why	Evolved Big Why	Adjustment Needed
Q1	Financial freedom	Mentorship impact	Add mentorship goal
Q2	Buy a family home	Build generational wealth	Invest long-term

To Learn More:



Goal-Setting Guide

Align Your Daily Actions with Your Big Why

1

Connecting Goals with Your Big Why

Purpose: Create clear & achievable goals using the SMART framework.

Action Steps:

- ✓ List your top 3 goals & their connection to your Big Why.
- ✓ Reflect on their personal & emotional significance.
- ✓ Visualize the impact of achieving them.



Setting SMART Goals



Purpose: Find deeper motivations beyond financial gain.

Action Steps:

- ✓ Define your goals using the SMART method.
- ✓ Break each goal into smaller steps.
- ✓ Adjust goals as needed for realistic execution.

2

Example:

Motivation

Creating memories
Helping the community
Personal growth

Why It Matters

Stronger family connections
Positive social impact
Becoming my best self

3

Visualizing Success & Overcoming Obstacles

Purpose: Stay inspired and resilient through challenges.

Action Steps:

- Visualize your future lifestyle.
- Identify potential challenges and strategies to overcome them.
- Build habits to maintain discipline.



Example:

Vision of Success

Time with family
Building a legacy
Personal growth

Obstacles

Time management
Fear of failure
Burnout

Strategy to Overcome

Schedule family time
Surround with support
Daily self-care & affirmations

Evolving Your Big Why



Purpose: Adapt your purpose as you grow.

Action Steps:

- Review & update your Big Why quarterly.
- Adjust goals to match new priorities.

4

Example:

	Original Big Why	Evolved Big Why	Adjustment Needed
Q1	Financial freedom	Mentorship impact	Add mentorship goal
Q2	Buy a family home	Build generational wealth	Invest long-term

To Learn More:

