



Business
WHY.os

Get Clear. Stand Out. Play **BIGGER**.

Define **WHY** you do what you do, **HOW** you tell the world what you believe in. and **WHAT** you will ultimately bring them.

Get Clear On Your Foundation



You need to be clear on **WHY** your Business does what it does, **HOW** your business runs and **WHAT** your business brings to the table.



Gain passion by defining your purpose. When you are passionate about what you do you have unlimited energy.



It takes the company from ME to WE and is how the visionary brings their Personal **WHY.os** to life internally and externally.



The Business **WHY.os** will bring you the clarity you need to create the passion you desire for your business.

WHY:

To understand who you are individually and how you align as a Team. To know **WHY** you do what you do, **HOW** you bring that to the world and **WHAT** your customers can count on from you. To develop your external message so you attract the right clients to your Business.

HOW:

Discover each team member's Personal **WHY.os** so you know how you best fit together. Develop your Business **WHY.os** and your Business Story. Apply your Business **WHY.os** to your external messaging.

WHAT:

You and three of your executives attend two full-day interactive workshops to become internally aligned and learn how to articulate your message externally.

Day 1

- ✓ Discover your **WHY.os** to deepen your self-awareness
- ✓ Identify how your team fits together
- ✓ Apply your **WHY.os** to establish direction
- ✓ Develop your Business **WHY.os**
- ✓ Design your internal communication based on your Business **WHY.os**
- ✓ Learn how to find your Business WHO
- ✓ Connect emotionally with your clients by creating your Business Story

Day 2

- ✓ Learn how to build your Business's Message - based on your **WHY**
- ✓ Create your Business **WHY** Vision step by step
- ✓ Understand what your ideal client wants, so you can market to them with the right message
- ✓ Create "We Believe" statements that help you attract clients that believe what you believe
- ✓ Build a powerful and remarkable tagline
- ✓ Learn how to create and share your WHY Business Creed

WHY Institute.com