

Defining Your Project's WHY

General Directions:

1. *Form a small group with project personnel*
2. *Assign a facilitator/act as recorder*
3. *Assign a discussion leader and timekeeper*
4. *Have your personal WHY in front of you*

Step 1: Each person shares their personal WHY statement (10-15 minutes)

Step 2: Recorder jots down common themes, phrases, and inspiring words as each group member shares their WHY and everyone discusses (10 minutes)

Step 3: Next, brainstorm and describe the most extraordinary contribution that your Project has made to date (10 minutes)

Step 4: Use the common phrases, themes, and words of each member, along with the most extraordinary contribution the Project has made, to determine the Project's WHY (15 minutes)

- Your Project's WHY Statement should be:
 - simple and clear
 - actionable
 - focused on how you'll contribute to others
 - expressed in affirmative language that resonates with everyone
- The Project WHY statement should encapsulate all of the qualities just mentioned—and should do so in a *single sentence*
- Write down your Project's WHY statement on flip chart paper

(Break 5 minutes)

Step 5: Come back as a group to discuss the possibilities for the future (20 minutes)

- If it helps, imagine you had a magic wand, and you could have any three wishes granted, to build on the best of what your Project already is, and to make the Project even stronger in the eyes of the larger Collective, University, and/or field. What would those wishes be?
 - Recorder writes down the responses from all members
 - While we are asking for 3 wishes, you may have more based on all the responses from all individuals in the group.

Step 6: Take the possibilities/wishes discussed in Step 5 and filter them through your Project's WHY (15 minutes)

- Consider what resonates the most..what feels right...what belongs
- Keep one that resonates most with the Project WHY and the group
- Write that one wish down on your the paper with your Project's WHY
 - NOTE: Your Project's WHY and wish will be used later in the retreat. You may also use these discoveries for further discussion and as a fresh perspective on your current Project Work.