

WHY IT MATTERS

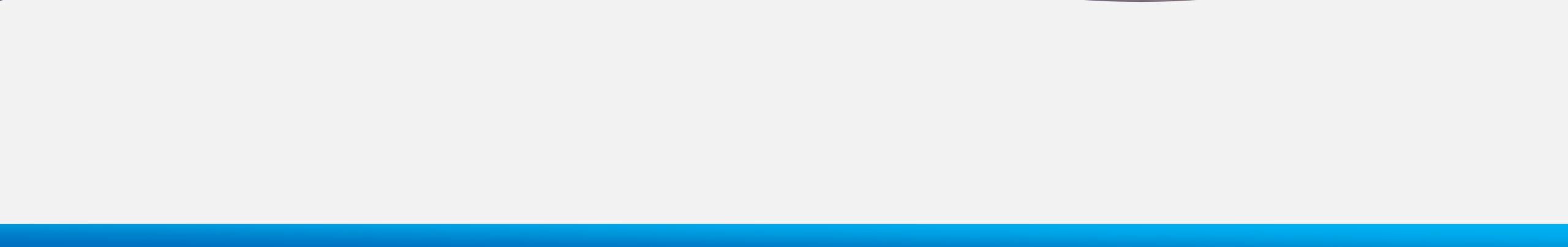
THE SHERPA GUIDE TO
WHAT YOU ARE LOOKING FOR



Jenn Chloupek



What is a Sherpa?



POSITIVE SKILLS

**Professional
Technical
Business**

POSITIVE SKILLS + POSITIVE BEHAVIOR

**Professional
Technical
Business**

=

**Leadership
Motivation
Communication**

POSITIVE SKILLS + POSITIVE BEHAVIOR

Professional
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=

**POSITIVE IMPACT ON
BUSINESS**

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‘Why It Matters’ is your compass. It **steers your behaviors.**

It is a guiding principle that influences where you **direct your energy, effort and passion.**



If you can identify and explain your own ‘Why It Matters’ you achieved a level of self awareness. When you find yourself searching for truth; ‘Why It Matters’ is what you are looking for.

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**METACOGNITION {REFLECTION}
+ ACTION {DOING}**

BEHAVIOR CHANGES {RESULTS}

WIM Cathedral Story

Roger



Stan



Milos



Why It Matters

Here is an absolute truth: this driver, this motivator, can produce uneven results.

Good times, bad times...all equal Why It Matters



Why It Matters



This is your unique climb.

This mountain has more than one path to the top.



How do you find your
Why It Matters?

Going through the
points of the
compass..

North:
Exposure
Aurora
Borealis



South:
Evidence
Antarctic

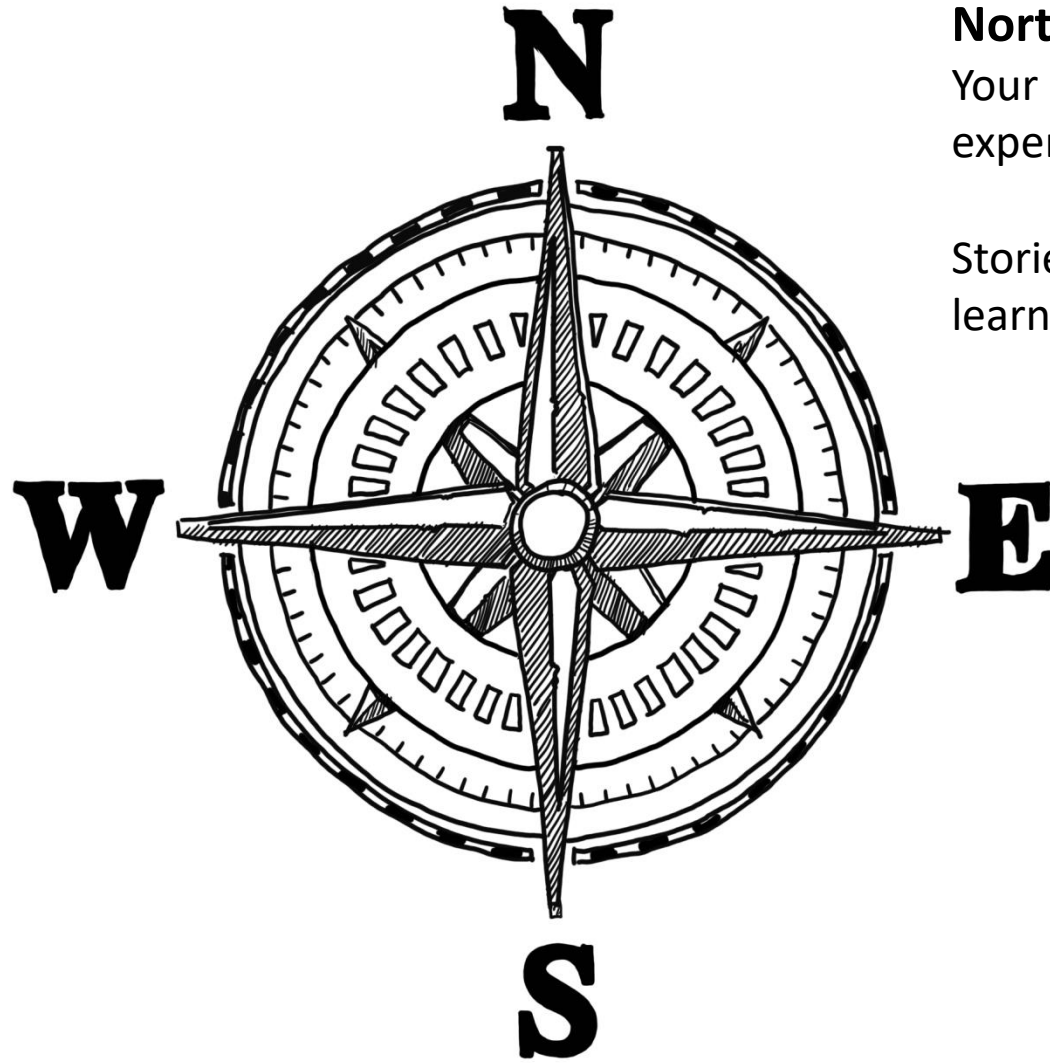


West:
Excitement
Wild, Wild,
West



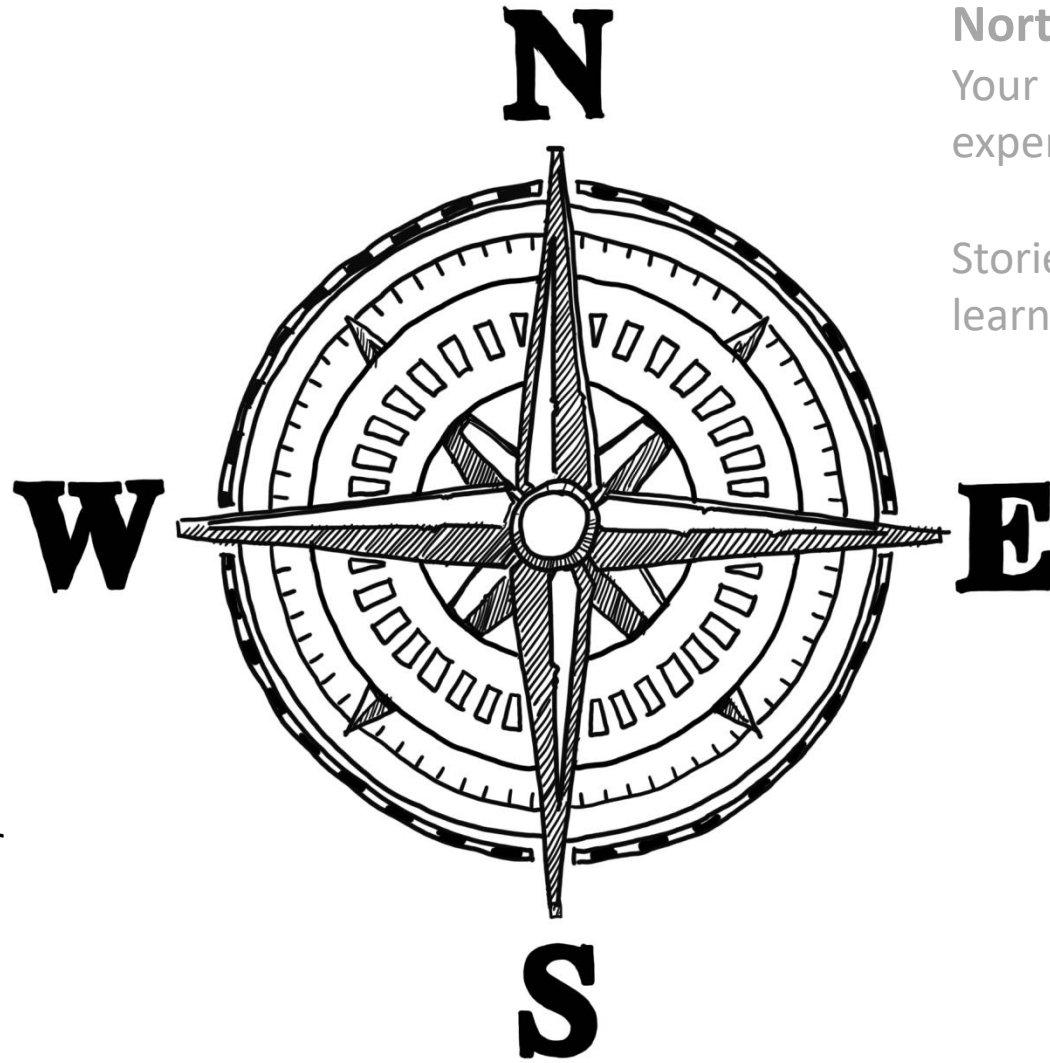
East:
Essence
What brings
you peace





North: Exposure
Your upbringing and
experience

Stories you have
learned from



North: Exposure
Your upbringing and
experience

Stories you have
learned from

South: Evidence
The basis and
foundation for your
choices

Stories you tell to
other people

West: Excitement

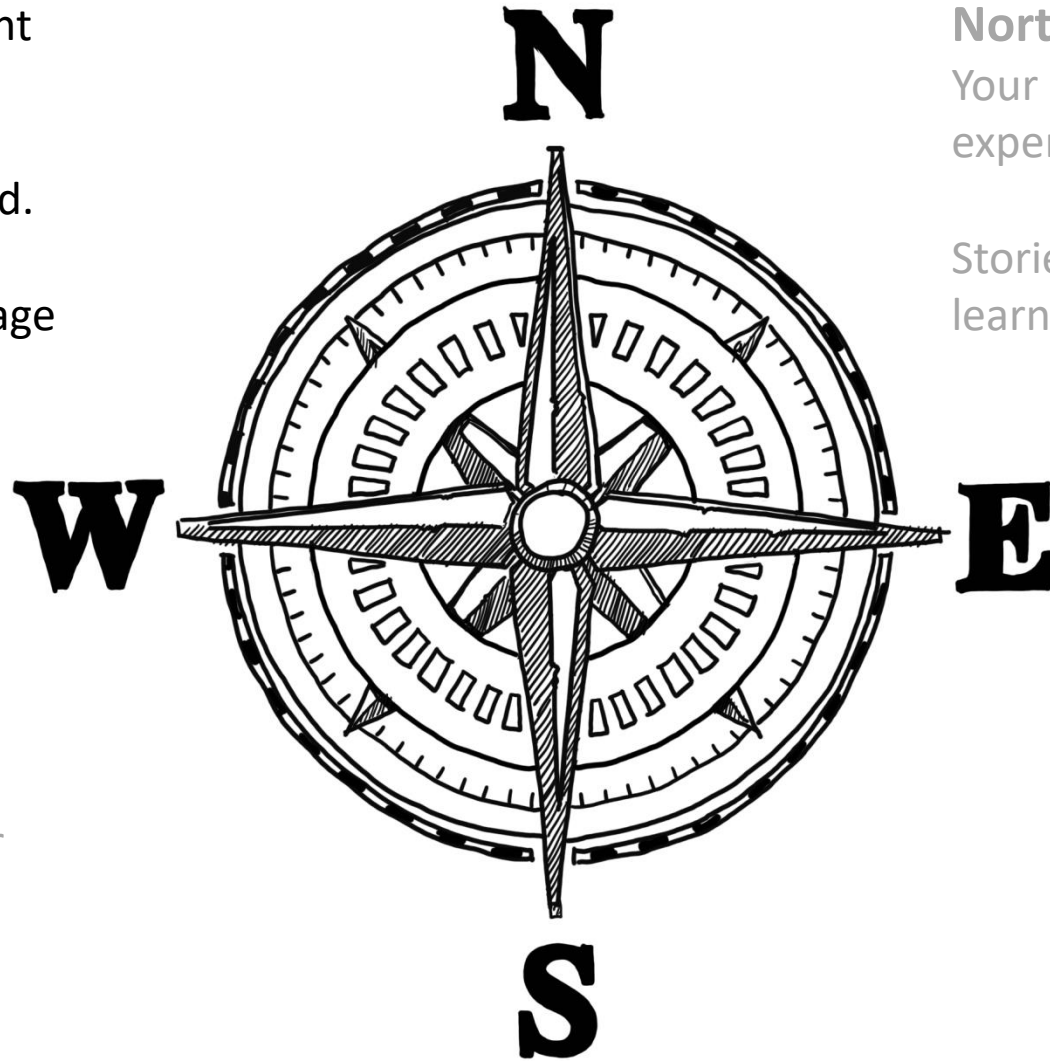
The American Wild
West comes to mind.

Things that encourage
your passion.

South: Evidence

The basis and
foundation for your
choices

Stories you tell to
other people



North: Exposure
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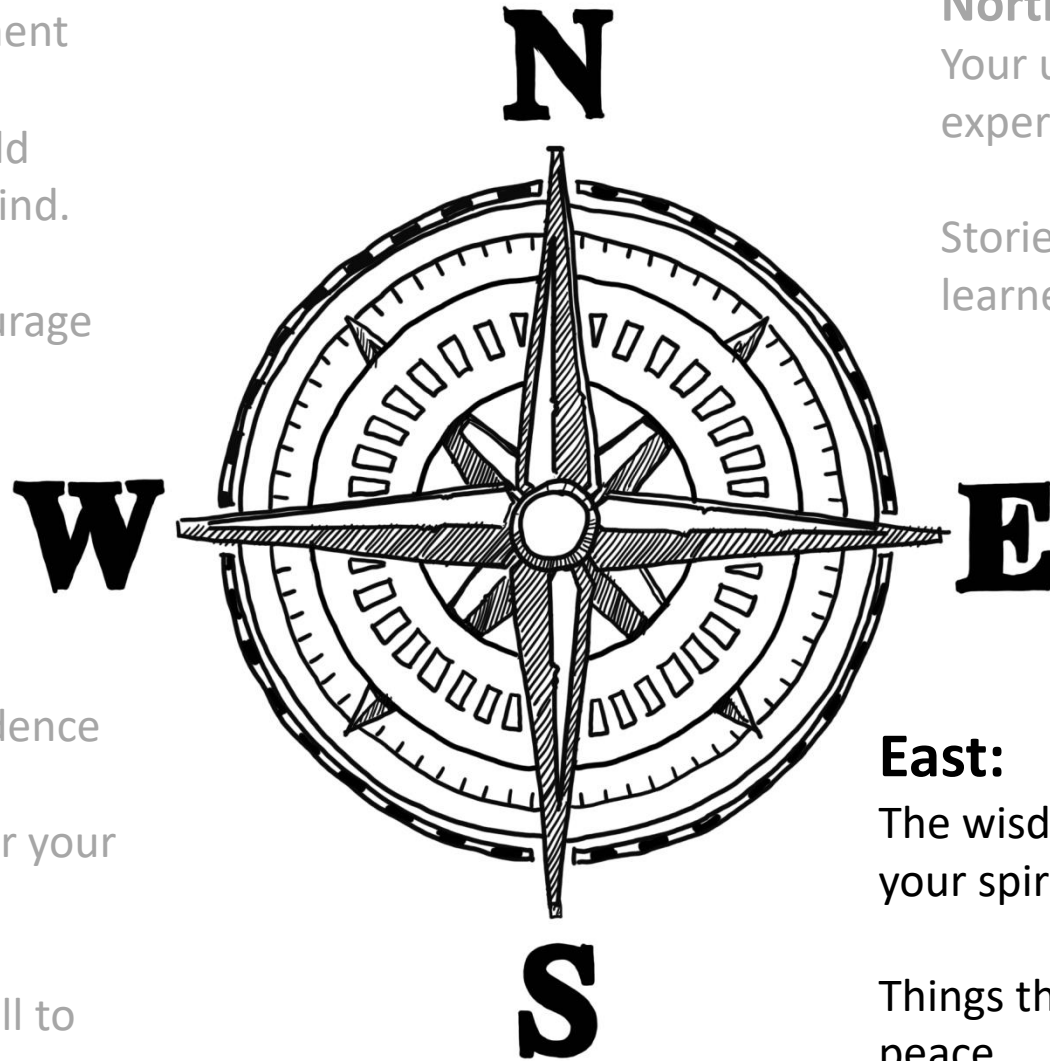
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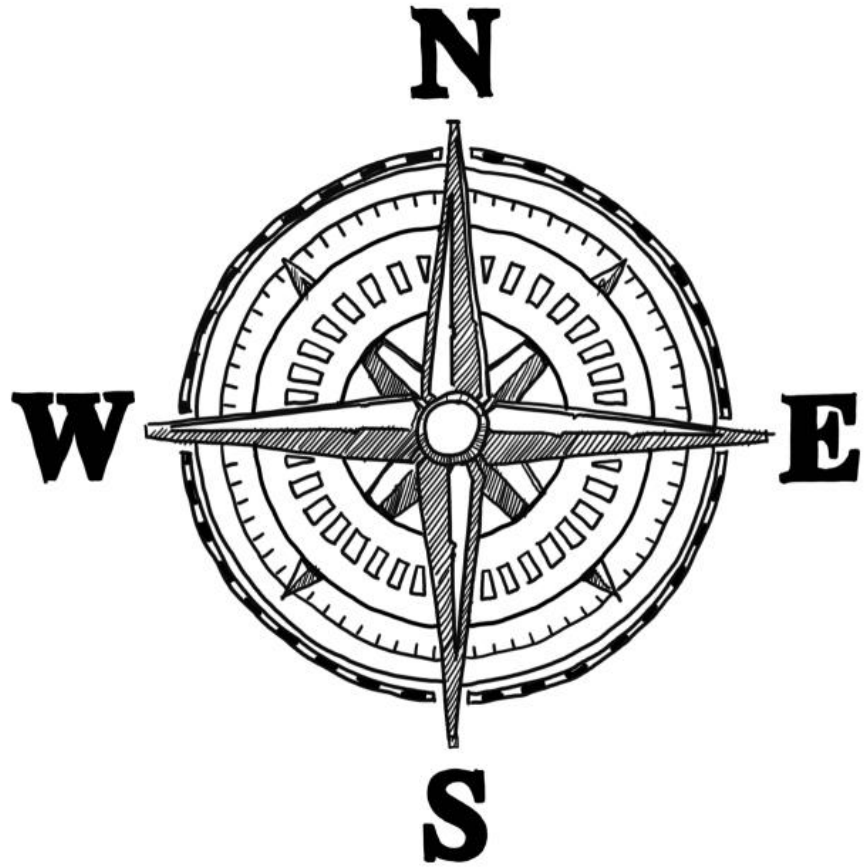
East: Essence
The wisdom of the East,
your spiritual side.

Things that give you
peace.

MY

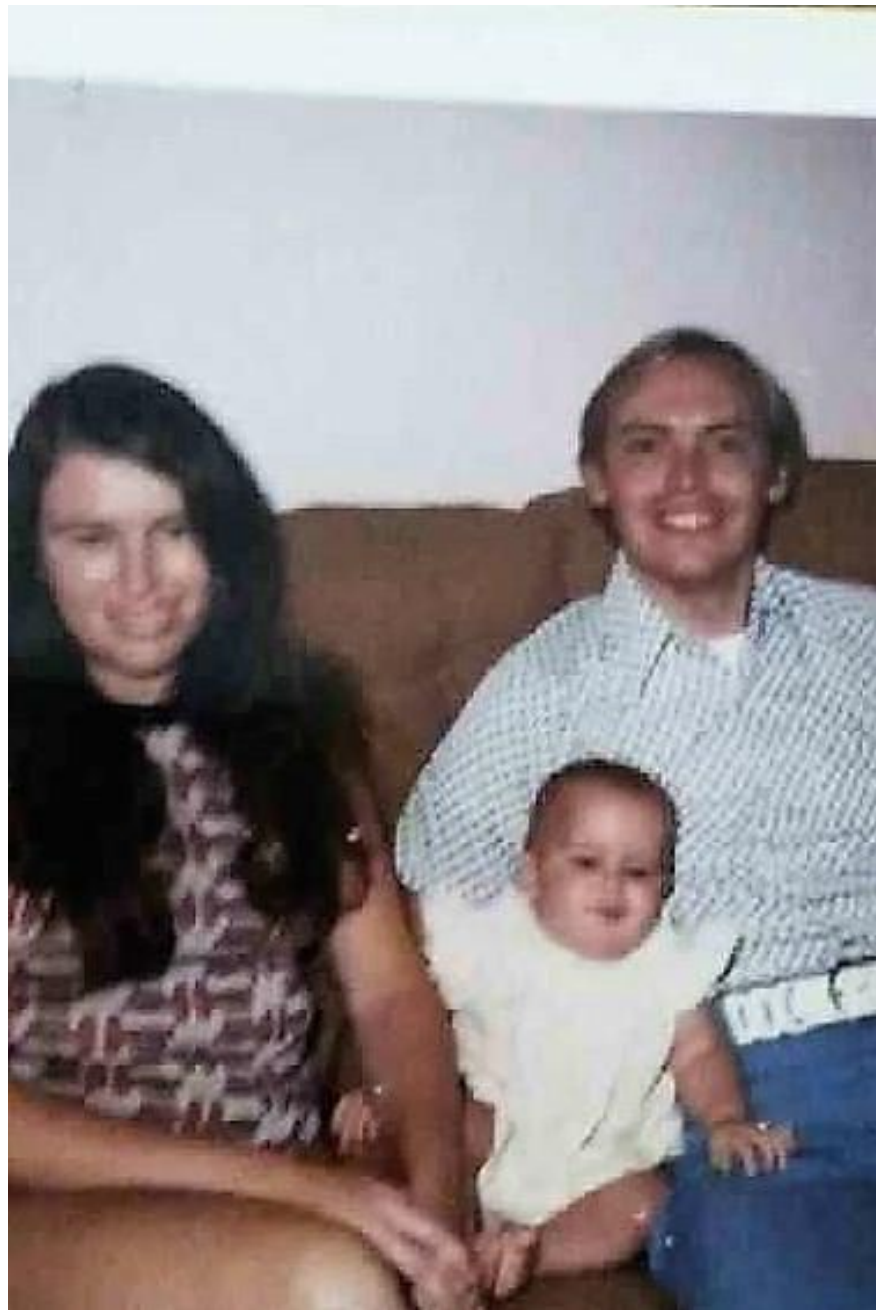
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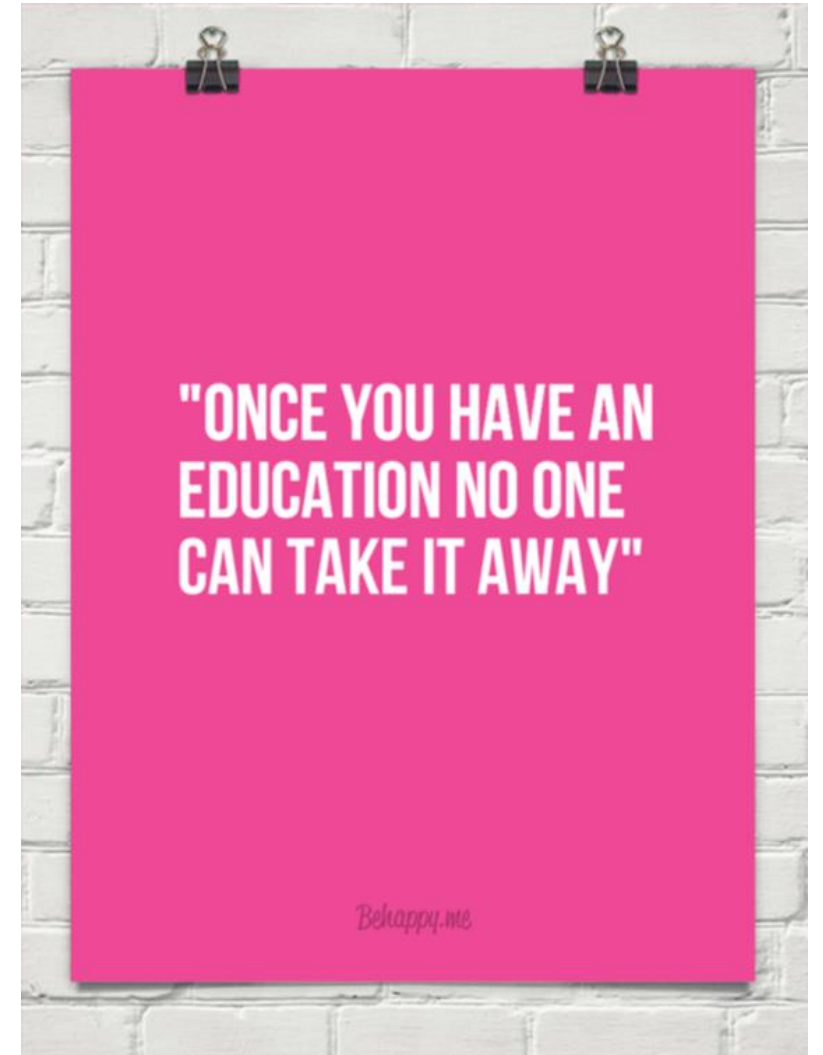
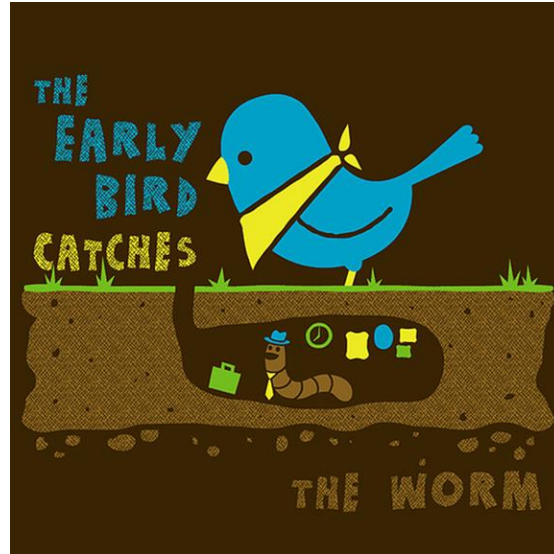
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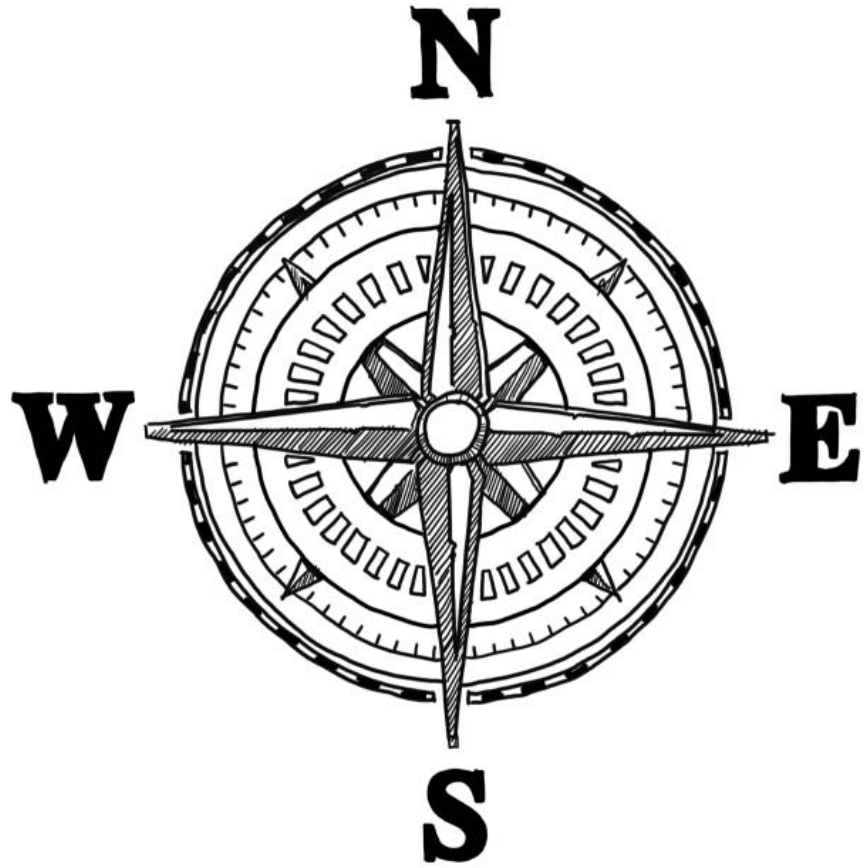


My North-
Exposure

Pantry
Pride®







My South –
Evidence

Strengths



Fast paced



Produce results



Build Relationships

Weaknesses



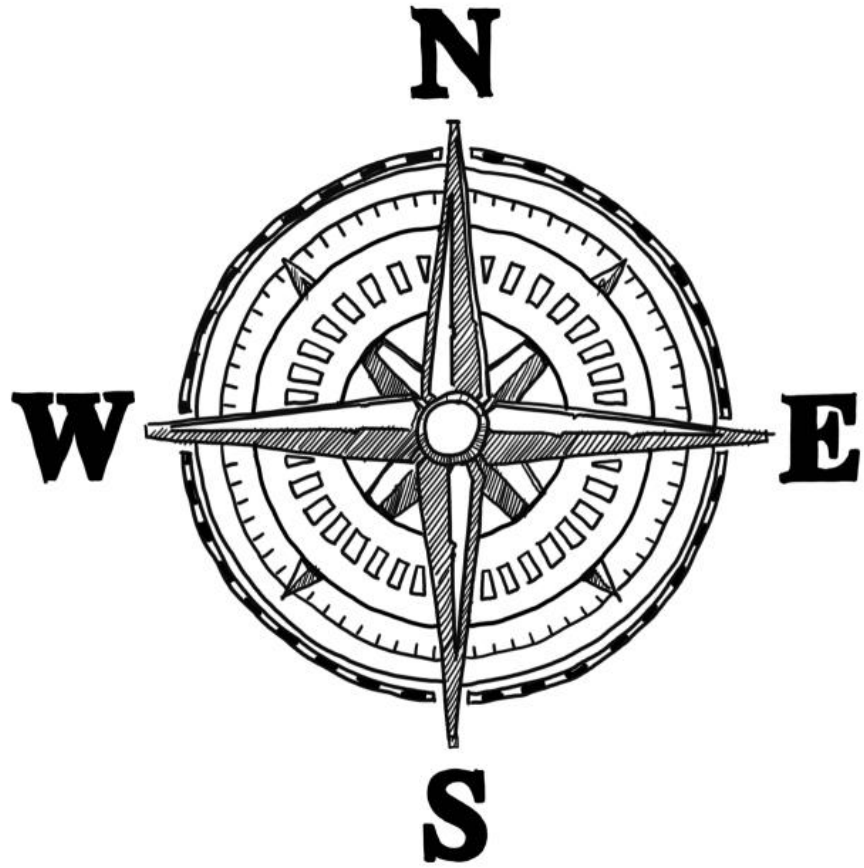
Impulsive



Follow Through



Overthinking



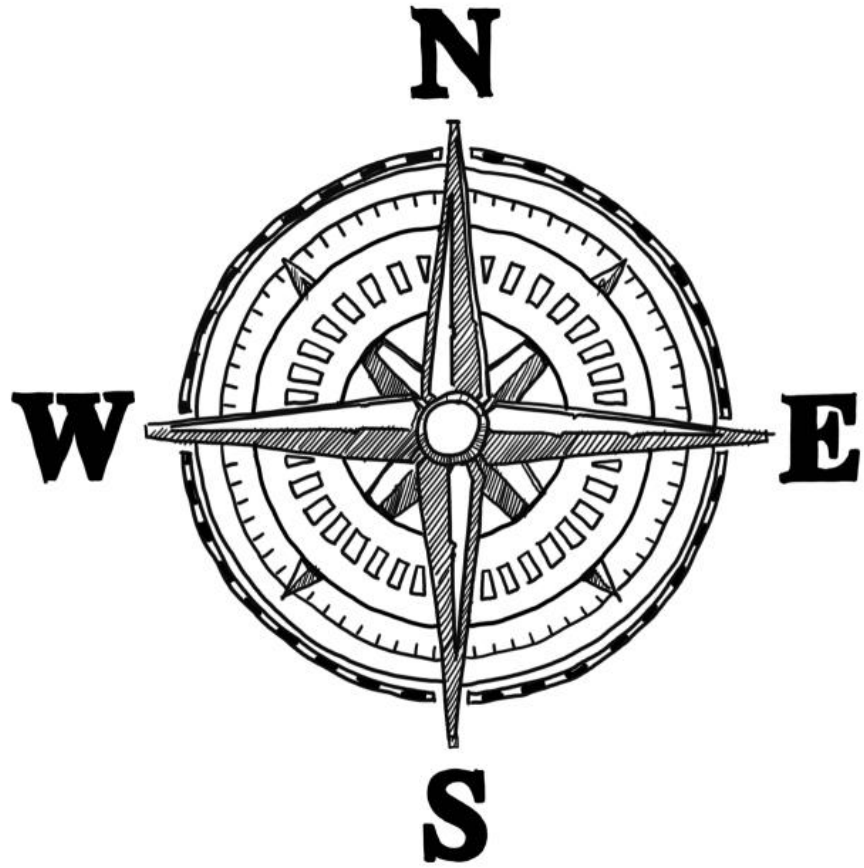
My West-
Excitement



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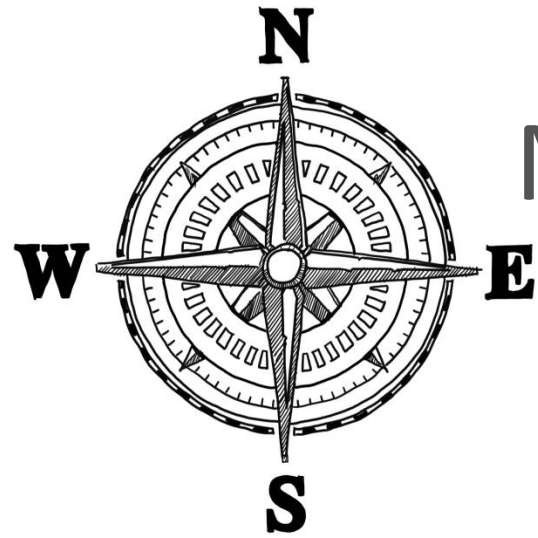




My East-
Essence



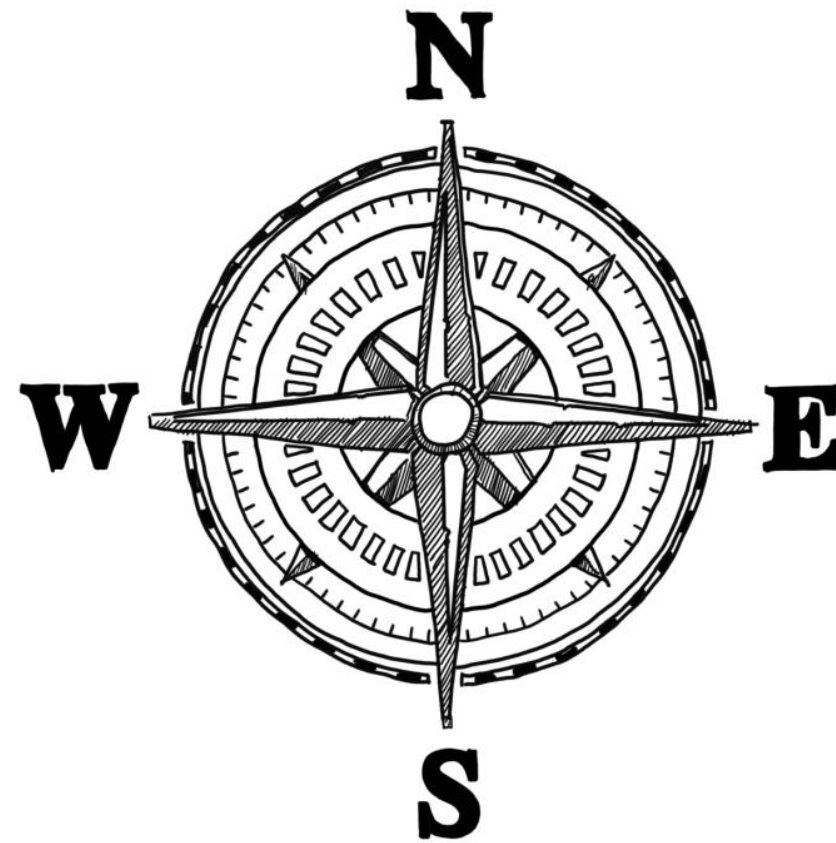




My 'Why It Matters'

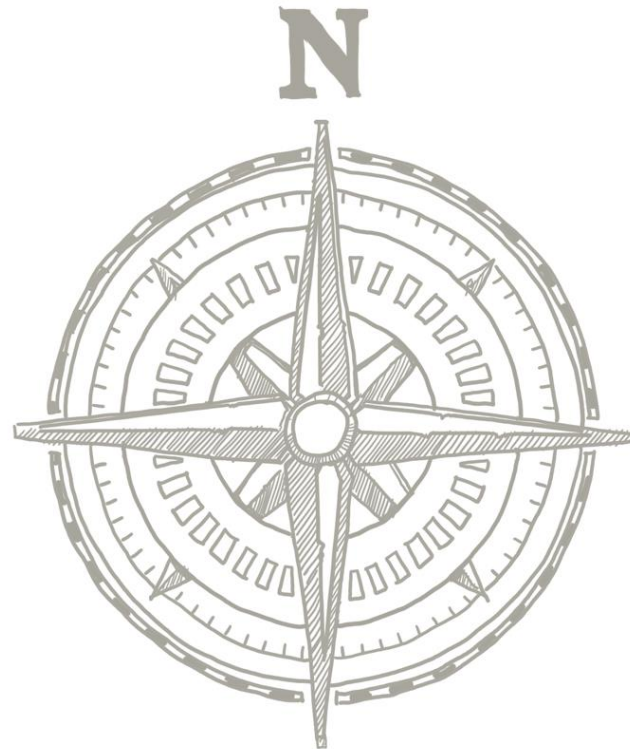
To Prove my Worth

Why It Matters Exercise

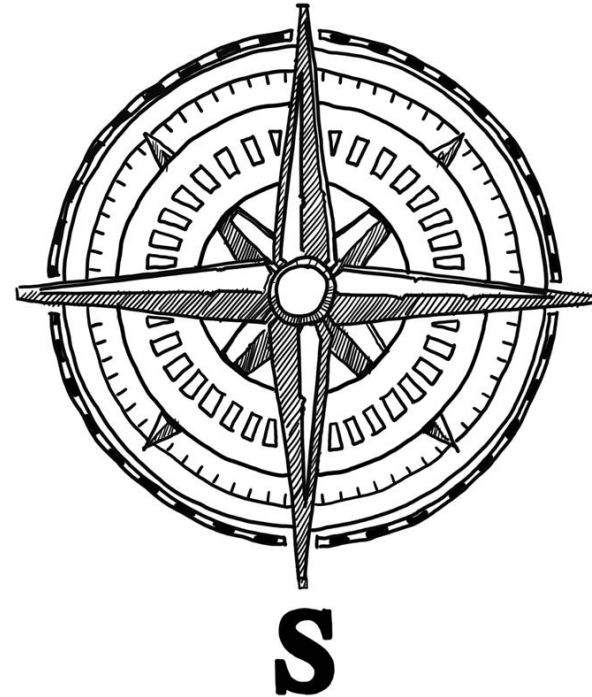


NORTH - EXPOSURE

- People
- Places
- Things
- Values



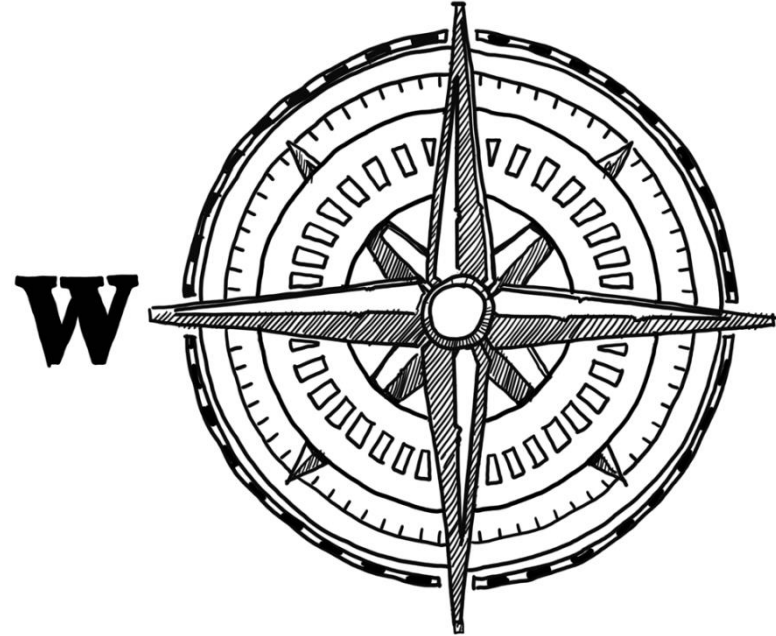
- Strengths
- Weaknesses
- Words you say
- Stories you share.



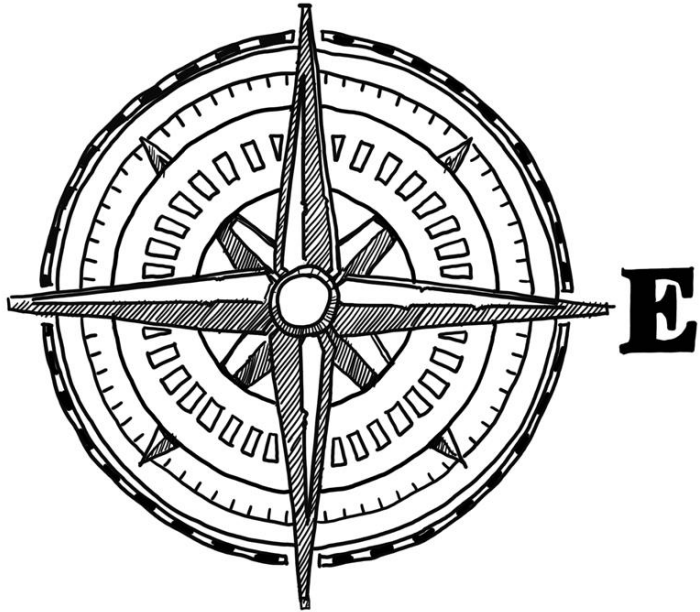
SOUTH – EVIDENCE

WEST – EXCITEMENT

- What drives you?
- What fulfills you?
- What satisfies you?
- What motivates you?



EAST - ESSENCE

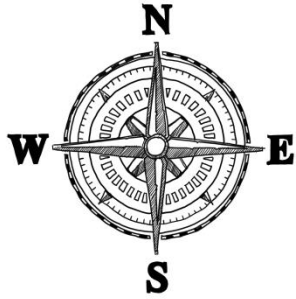


- Your Heart
- Your Spirit
- Your Core
- Your Brand

Why It Matters: Welcome to Me

What is your life story telling you?





Why it Matters examples – found on page 65

To accomplish

To adapt

To adjust

To anticipate

To appear knowledgeable

To avoid failure

To be a catalyst

To be a dominant force

To be right

To be accepted

To be better than average

To be comfortable

To be included

To be loved

To be noticed

To be perfect

To be recognized

To be relevant

To be respected

To be safe

To be the hero

To be understood

To be worthwhile

To connect

To contemplate

To judge

To make things right

To protect

To prove my competence

To satisfy

To serve

To win ...



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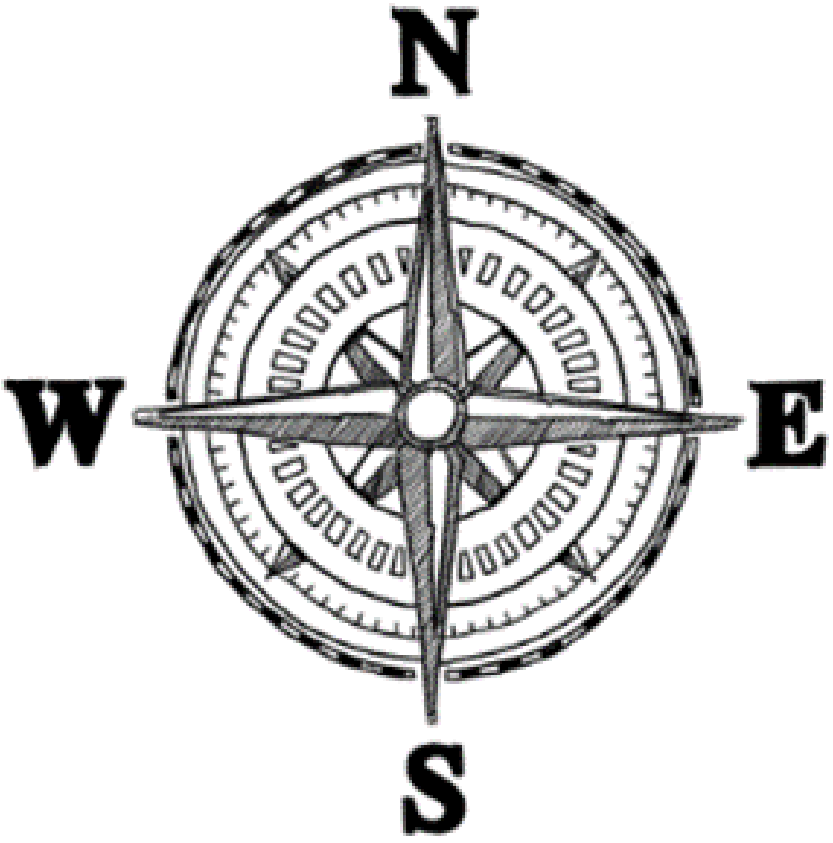


BRENDA CORBETT AND JENNIFER CHLOUPEK

Know Yourself

- What are your strengths?
- What are your weaknesses?
- What drives your behavior?
- What is your personal brand?
- What are you known for when you walk into a room and when you walk out of a room?
- How is your Why It Matters your Superpower and how can it be weaknesses?

Next Steps: What is your action plan for moving forward?



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