



## Worksheet 082 – Find your why with Peter Docker

Today on BLL we're excited to welcome [Peter Docker](#) onto the program.

Peter is a speaker, teacher and author of the book [Find Your Why: A practical guide for discovering purpose for you and your team.](#)

Peter says he exists to help people find the real purpose in their working lives so they can do extraordinary things.

Peter says **your why is not created, it's discovered.**

That's what makes it authentic and real.



## Finding your why

Most business owners think they know why they started the company.

That knowledge is usually unspoken, instinctual and emotional.

In order for your why to become manifest in the daily operation of your business you have to put it into words.

### **Discovering your why is an act of leadership**

Being able to express your purpose in a single sentence makes it actionable.

**It will affect every part of the business.**



**Jot down some possible answers to this question:  
Why are you in business?**

# BusinessLegal : Lifecycle

Your why will attract the right people

A why is just a tool.

You have to use it to build something.

Having a why without using it is pointless.

Your why should infuse every part of the business.

Everything you say and everything you do either adds or subtracts from your why.

It will either add or take away from the trust your organization engenders.

If you speak your why out loud you will attract people that will be a good fit.

**Your why will bring people together with common beliefs.**

**[BusinessLegalLifecycle.com.au](http://BusinessLegalLifecycle.com.au)**



**What makes your company unique?  
Why would someone want to work for you?**

# BusinessLegal : Lifecycle

## Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

**How to successfully set up your business**

**Why and when you need to pay attention to the legal aspects of your business**

**Who you should consult with along your business journey**



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