Golden Circle Exercise

The *what* and *how* of your project are important. But it is the *why* of your project that will enable people to appreciate and embrace it. Please take the next 45 minutes to determine how your project will appeal to the elephant.

Please take five minutes to consider the following questions:

- What important value or belief can be identified by your project?
- Why would this project matter, deeply matter, to someone?
- If your project is wildly successful how will the world be a better place?

Now take ten minutes to craft a statement that you believe captures the “why” of your project.

Lastly, you each have five minutes to present your “why” to your group.