

HOMework

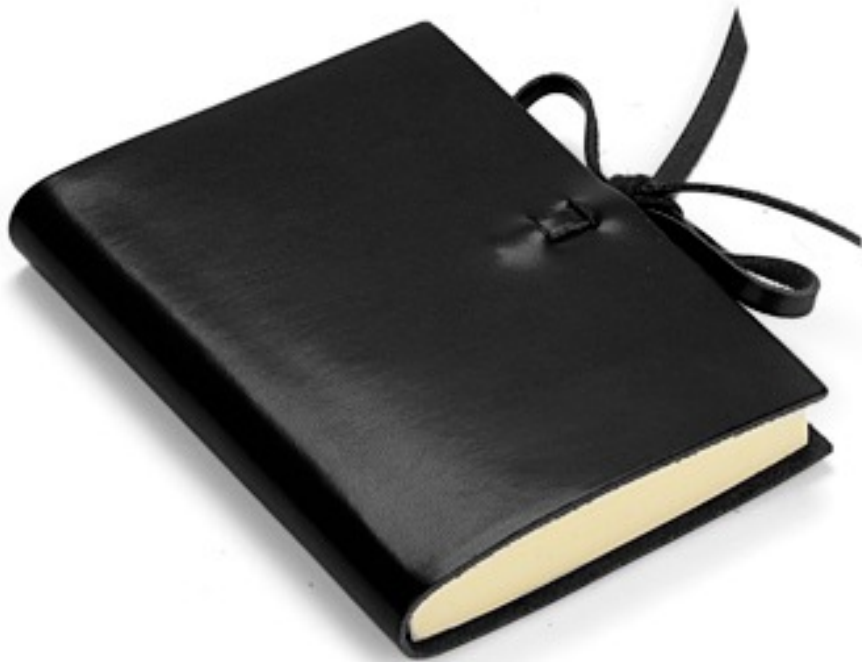
Session 2: Cause

Homework: Your Creation Story

- **How did your business start?**
- **Why did you start it?**
- **What's the story?**



Homework: Answer These Questions



- What would you do even if you knew if would fail?
- What would your 111-year old self tell you is your greatest contribution?

Homework: 25 Reasons Why



REASONS WHY

A Creative Exercise by **entreQuest**

eQ's 25 REASONS WHY is a decision-making tool designed to help you understand what matters most. The results of this exercise can be applied to your business and personal endeavors.

DIRECTIONS

On the lines below, list the 25 reasons why you do what you do. You should complete this exercise in a quiet, relaxed environment that will allow you to reflect on your responses. For the best results, complete this exercise in one sitting.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____
- 13. _____
- 14. _____
- 15. _____
- 16. _____
- 17. _____
- 18. _____
- 19. _____
- 20. _____
- 21. _____
- 22. _____
- 23. _____
- 24. _____
- 25. _____

vimeopro.com/user4094548/25-reasons-why

Homework: 5-10 Draft Versions of Mission

- **Changing the way business is played**
- **Make healthy food more convenient than junk food**
- **Help feed 200 million hungry children**
- **We share the Zingerman's Experience Selling food that makes you happy Giving service that makes you smile In passionate pursuit of our mission Showing love and caring in all our actions To enrich as many lives as we possibly can**