

Define the Why

Here is a real challenge: use the table below to define the *what*, *how*, and *why* for your enterprise, team, and yourself. Your team and enterprise *what* should be easy: these are services and/or products offered. The *how* should be straightforward as well: your business model shows how services and/or products are delivered. But the *why* can be tough. Hint: Describe your enterprise Value Proposition. How does it relate to the reason your organization exists?

	Enterprise	Team	You
What			
How			
Why			