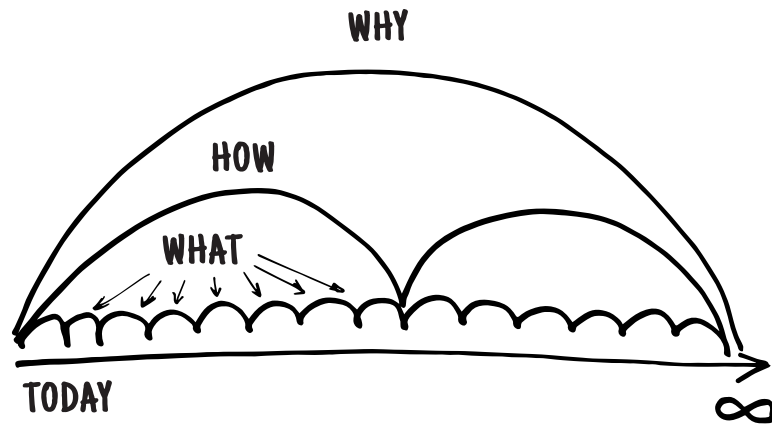


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# Why-How-What

Define and capture the fundamental attributes of a business or offering

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## How It Works

Defines an organization by:

- **The Why:** the overarching purpose behind why the organization exists, driven by user need
- **The Hows:** the processes that the organization undertakes to get its offerings (Whats) out, which can evolve over time, but always deliver on the Why
- **The Whats:** the products or services the organization offers; these can change frequently, but should be products of the How in service of the Why

\* This framework is derived from Simon Sinek's Golden Circle [www.ted.com](http://www.ted.com)

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## Using the Why-Who-How-What Framework

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### Example Application

Airbnb helps people rent homes to others (**What**) through a web platform (**How**) to make people around the world feel like they belong everywhere (**Why**).

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### Descriptively To Analyze Current State

Understand what, how, and why an organization functions and if there are any gaps in the layers. If there is a gap, it's most likely in the why layer. Everyone has whats; few have solid whys.

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### Prescriptively To Identify Opportunities

Define what you're going to do and why. If there's a unique process there too, all the better.