

The why compass

Work through the six perspectives, one at a time — read the shift, talk, write a few lines. Then land at the centre: why does the business exist? Write it simply and truthfully.

1 · The ecosystem

From exploitation & separation to mutuality & being part of
In what ways do you depend on nature — and what do you do to keep it well?

2 · Impact

From “less harm” to regenerative impact & regrowth
What do you do that actively contributes to regrowth — not just less harm?

3 · The place

From place-anonymous to interplay with the local
What means the business could only exist right here?

YOUR WHY

We exist because ...

The test: would the sentence feel embarrassing to read aloud to a regular customer? Rewrite until it doesn't. Bring it to the business model canvas (step 3) and the brand's golden circle.

4 · Time

From quarterly pressure to seasonal rhythm & the long term
Where are you pushing too fast, when slower would be wiser?

5 · The self

From constant performance to presence, rest & creation
Does your way of working hold up for you, over time? What needs to change?

6 · Success

From return on investment to value creation & belonging
If you only measured money — what would you miss?