

# “Know Your Why” Motto

Your "why" is your purpose, what you believe you are meant to do here. Some of us know our "why," some of us don't, and for some of us, it changes over the course of a lifetime. Knowing your purpose is so crucial because it gives you direction. It allows you to prioritize and to let go of what isn't serving that purpose.

Hence, know your "why" so you know where to go in life. May your "why" lead to finding joy.

**KNOW YOUR  
WHY**

