

## Your Travel Program's Why

*Activity adapted from "Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team" by Simon Sinek, David Mead, and Peter Docker."*

1. Think about how your travel program impacts your organization, the travelers and local communities you engage (donors, alumni, constituents, etc). Describe a particular story that stands out to you about the value or impact of your program.
2. In that story, what was the specific contribution the travel program made to your organization / the travelers / or the community?
3. What did that contribution allow the organization/ travelers/ community to achieve?

Now, draft a Why Statement in this format:

[Our travel program does / exists to]

\_\_\_\_\_ so that \_\_\_\_\_.  
(Contribution) (Impact)

The first blank represents the contribution your organization makes to the lives of others. The second blank represents the impact of that contribution.