



## Don't Forget Why

Next time you're communicating something, take a look at your language. Chances are you've covered what needs to happen and how, but rarely do we answer the question of why.

We assume that explaining what and how is the fastest way to influence an audience. But it can leave people asking why?

**So try answering the why. It often leads to a human who will benefit from the action you're asking people to take. And suddenly, it matters.**