

Action Guide

378: Use your "why" to be a more effective product manager -
with Frankie Russo

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Application Questions

1. Today, how would you describe your *why*? What's your purpose? What are you passionate about?
2. What are you doing to fulfill your mission? In what ways is your life inconsistent with your mission?
3. Describe a time in your life when you "broke your *why*" or adopted a new belief about who you are or what your purpose is.



Actions to Take

What to Do Now

- Spend some time reflecting on your passion and purpose. Write down your answers to the questions above and/or discuss them with someone you trust.
- Reflect on how your current work is in alignment with your *why*.

What to Do Soon

- Make a plan for how to move toward fulfilling your purpose and pursuing your passion. Write it down and share it with someone.
- Check out the resources in the show notes to follow the other 10 steps to finding your *why*, or look for other resources on living purposefully.