



Call: 763-542-3000
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Discover What Really Matters

One of the longest searches in the history of science results in one of the biggest discoveries in particle physics—the Higgs boson—a key to our understanding of who we are and why we exist. This discovery, which was made at CERN's Large Hadron Collider in Geneva, supports the theory behind the Higgs field. The reality of an elusive and invisible field that “explains the laws of nature governing all matter” is entirely compelling. Not only standing on its merit, but also as a metaphor illuminating the connection to our own human nature. To our own chance at finding purpose in our lives and work.

At the moment of high-speed collision, we realize that destruction creates an opportunity for personal discovery. Within the question of why things have mass, we see the nature of human resistance. And for all the analysis of matter in the universe, we begin to understand that the energy we each bring to the equation is the only thing that truly matters. So in honor of a generation of physicists who believed in the boson for decades without ever seeing it, let's break from the symmetry. Let's overcome resistance. Let's fly.

Take the opportunity to discover what really matters to you. Answer the six questions that have the power to help you create new meaning in your life or your business. This essential inquiry holds the power to turn dark energy into a force of insight and innovation.

What Matters Inquiry

Six questions to help you find new meaning in life and work.

PERSONAL INQUIRY

Experience the joy of deep understanding and internal resilience before you collide with the stark realities of an explosively unexpected set of circumstances.

1. Why do you exist or what purpose do you see for your life?
2. What values create meaning in your life?
3. What are you uniquely passionate about?
4. Where do you want to be in ten years?
5. How will you make sure to get there?
6. When will you begin?

BUSINESS INQUIRY

Experience the rewards of deep insight and dynamic innovation before you collide with the stark realities of an explosively competitive environment.

1. Why does your organization exist or what purpose does your organization serve?
2. What values drive the behavior and culture of your organization?
3. What is your organization uniquely passionate about?
4. Where do you want to be in ten years?
5. How will you make sure to get there?
6. When will you begin?

If your organization would benefit from a facilitated exploration of this inquiry, Vyway® Market & Brand Strategy offers a private workshop called **The Way of the Why™** where you will learn to delight your customers, engage your employees, and transcend your competition.

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