

What is happening to trigger the job?

How is progress expected to be made on the job?

Why complete the job and what will it accomplish?

When _____, I want _____, so I can _____.

CONTEXT **EXPECTED WANT** **DESIRED OUTCOME**

When _____ and _____, I want _____, so I can _____.

SITUATION **FEELING** **EXPECTED WANT** **RESULT + MOTIVATION**

WHEN (what)	I WANT (how)	SO I CAN (why)
I'm leaving work and I'm tired	to sleep on the train	be energized when I get home to my kids
Walgreens has new savings	to be notified if any of my regularly purchased items are on sale	save money to spend on my kids
I'm in a Walgreens store	to if I can get my desired product for less	save money to spend on other things

When _____, I want _____, so I can _____.



When I'm in a Walgreens store,

I want to see if I can get my desired product for less,

so I can save money to spend on other things.

When _____,

I want _____,

so I can _____.

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