



UNDERSTANDING YOUR *WHY*

ADMIN 001, October 30, 2024



KNOW
YOUR
WHY

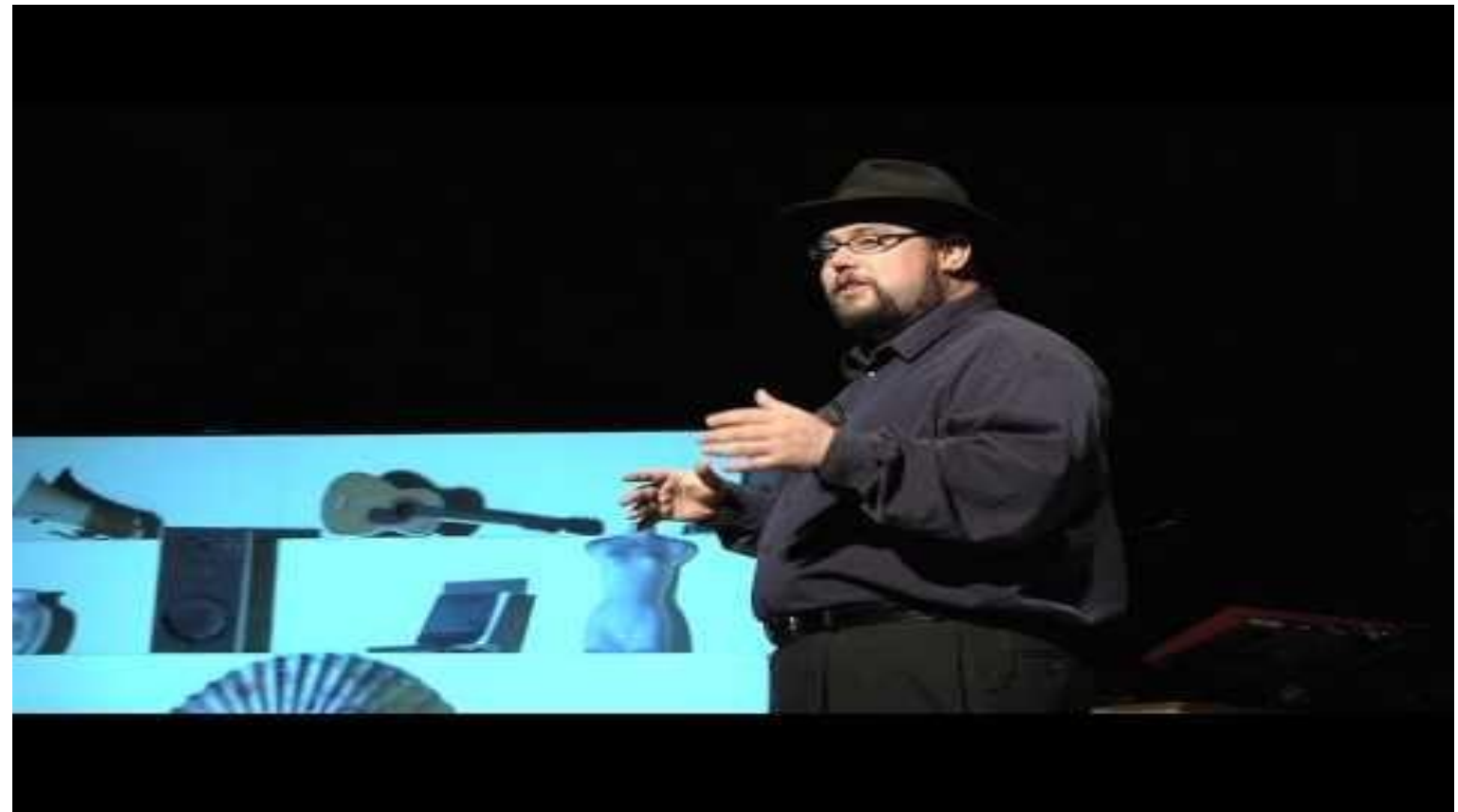


SO WHAT?



- **HOW MANY OF YOU TALKED ABOUT “WHAT” YOU DO?**
- **HOW MANY TALKED ABOUT “WHY” YOU DO WHAT YOU DO?**

LEADING WITH LOLLIPOPS



LOLLIPOP MOMENTS

- **Breakout**
- **DESCRIBE A TIME WHEN**
 - **YOU CREATED A LOLLIPOP MOMENT**
 - **ACKNOWLEDGED A LOLLIPOP MOMENT**
 - **SAID THANK YOU FOR A LOLLIPOP MOMENT**





**“OUR WHY IS NOT WHO WE ASPIRE
TO BE, IT IS WHO WE ARE.”**

-SIMON SINEK



“YOUR VISION IS ONLY ACTIONABLE IF YOU SAY IT OUT LOUD. IF YOU KEEP IT TO YOURSELF, IT WILL REMAIN A FIGMENT OF YOUR IMAGINATION.”

- SIMON SINEK



ARTICULATING YOUR WHY

- **WHY DO YOU WORK?**
- **WHY DO YOU WORK WHERE YOU WORK?**
- **DOES IT GET YOU OUT OF BED EVERY MORNING? IF NOT, WHAT DOES?**
- **ARE YOU HAPPY? FULFILLED?**



DISCOVER/STRENGTHEN YOUR WHY

- **GATHER STORIES AND SHARE THEM**
- **IDENTIFY THEMES**
- **DRAFT AND REFINE A WHY STATEMENT**

GATHER STORIES

- **WHY IS AN ORIGIN STORY - IT LOOKS AT PAST EXPERIENCES/INFLUENTIAL PEOPLE/LIVES WE'VE TOUCHED**
 - **FORMED BY OUR LATE TEENS**
 - **STANDOUT MEMORIES**
 - **DEFINING MOMENTS EXAMINE THEM, MAKE CONNECTIONS, BE SPECIFIC, NOT TOO BROAD.**
 - **“QUALITY OF MEMORY”**
 - **DETAILS**
 - **CONVERSATIONS**
 - **FEELINGS WILL INFORM – FIVE OR SIX OUT OF TEN TO SHARE**




PICK A TIME AN PLACE

- **IN PERSON**
- **NOT STARBUCKS!**
- **AT LEAST 3 HOURS**
- **SHARE, IDENTIFY THEMES, DRAFT STATEMENT**
- **NO PHONES**

SHARE YOUR STORIES

- **SHARE THOSE YOU FEEL COMFORTABLE SHARING**
- **BE SPECIFIC**





IDENTIFY THEMES

- **PRIMARILY PARTNER'S ROLE**
- **IDEA BECOMES THEME IF IT REOCCURS IN AT LEAST TWO STORIES**
- **CIRCLE ONE OR TWO THAT SEEM BIGGER THAN OTHERS.**
- **ASK PARTNER TO WEIGH IN**
- **CHOOSE ONE TOGETHER**



GIVE IT A SHOT

- **SHARE ONE OR TWO STORIES**
- **IDENTIFY THEMES**
- **DRAFT A “WHY” STATEMENT**

DRAFT AND REFINE A “WHY” STATEMENT

 *Contribution*

TO _____

SO THAT _____

Impact 

WHERE DOES YOUR WHY SHOW UP?

- **JOB APPLICATIONS**
- **INTERVIEWS**
- **CHALLENGING ISSUES**
- **BEHAVIOR & RESPONSES**
- **MOTIVATION & INNOVATION**





THANK YOU!

- *FIND YOUR WHY: A PRACTICAL GUIDE FOR DISCOVERING PURPOSE FOR YOU AND YOUR TEAM BY SIMON SINEK, DAVID MEAD, PETER DOCKER*