



Creating Your Why Exercise

In this exercise you will begin the process of creating your Why statement. This will take a little bit of work, but will be well worth it.

Remember that if you understand your Why, your What has more meaning.

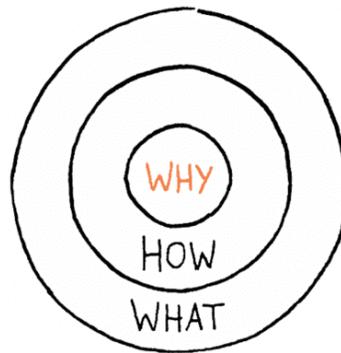
Most people who are passionate about their life or work have a clear understanding of the Why. We encourage all of our students to read Simon Sinek's book, *Start With Why* paying special attention to his Golden Circle (see diagram below)

The Golden Circle

WHAT
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Below we have provided Why statements from a few people as examples. This will help you see the simplicity of the statements as well as the deeper meaning the statements possess.

This is my personal leadership 'Why' as well as others.

*"To inform, inspire, and educate each person I teach to help them live a purpose driven life."
(Dean Crisp)*

" My goal in life is not to live forever, but to create something that will" (Andy Warhol)

*" To inspire people to do the things that inspire them so that together we can change the world."
(Simon Sinek)*

"Apple is dedicate to the empowerment of man-to make personal computing accessible to each and every individual so as to help change the way we think, work, learn, and communicate." Apple Corporation



Now let's get busy formulating your leadership Why statement!

“The two most important days of your life, are the day you are born and
the day you find out why”
Mark Twain

Step 1: Identify your just cause of leadership – this stems from your values (see exercise in our Reader Resources). Knowing this prevents you from using your “default” why statement which is often derived from others around you or for whom you work

Step 2: Remember that a good why of leadership provides direction for you and your people. It should be simple and clear; meaningful; cognitive and affective

Step 3: Think for a while about what you want your leadership legacy to be?

Leadership – who did you help?

Material – your possessions

Occupational – the mark you made on your profession

Service – what organizations/community programs did you leave or want to leave behind

Step 4: Name 3 people (leaders) who would be on your personal Mt. Rushmore. These are people you admire and add a few words or sentences of how they impacted you

Person 1:

Person 2:

Person 3:

Step 5: In a few sentences, state why you took the position of a leader

Step 6: Know your personal and your organization's purpose. This doesn't mean knowing your job functions but the overall organization purpose or vision for their existence. The key to leading with a purpose, is your ability as a leader to intersect your people's personal purpose with the organization's purpose. Find their personal connection to the purpose

Step 7: Revisit your why periodically in every major role you have as a person: leader, parent, spouse, community leader.

