

Learning to Inspire Others - MY WHY



Effective leaders are able to inspire people to act as opposed to manipulate them into doing something. It has been found that those who are able to inspire give people a sense of purpose or belonging that has little to do with any external incentive or benefit to be gained. Rather, for those who are inspired, the motivation to act is deeply personal. Those who are able to inspire will create a following of people—supporters, partners, voters, customers, workers—who act for the good of the whole not because they have to, but because they want to. (p. 6)

Simon Sinek (2009). Start with why: How great leaders inspire everyone to take action.

THE GOLDEN CIRCLE OF INSPIRATION

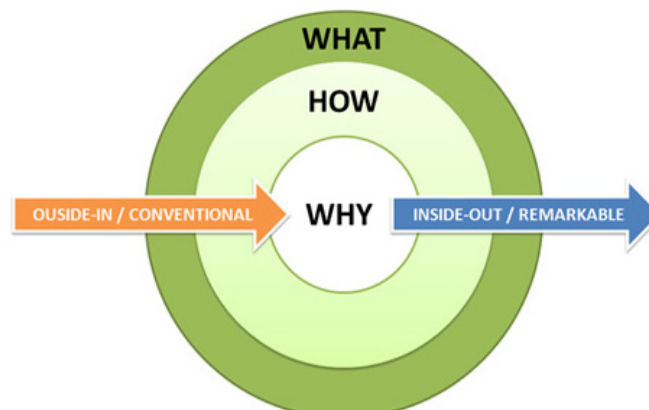
The Golden Circle was inspired by the golden ratio—a simple mathematical relationship that has fascinated mathematicians, biologists, architects, artists, musicians and naturalists since the beginning of history. The Golden Circle finds order and predictability in human behavior, and yes, helps explain how individuals and organizations inspire others to act. It even explains loyalty and how to create enough momentum to turn an idea into a social movement (Sinek, p. 38-39).

It all starts from the inside out whether you're talking about an individual or organization. It all starts with a clear and convincing WHY.

WHY: Very few people or organizations can clearly articulate WHY they do what they do. WHY isn't about making money (that's a result). The WHY is a specific purpose, cause, or belief. For example: WHY did you select your college major? WHY did you choose to get involved in a community service project? WHY should anyone care about your idea?

HOW: Some individuals and organizations know HOW they do what they do. Whether it's called a proprietary process, or unique skill, HOWs are often given to explain how something is different or better. Not as obvious as WHATs, many think these are the differentiating or motivating factors in a decision. However, without being attached to a clear and convincing WHY, only knowing HOW somebody or something works doesn't inspire action over the long term.

WHAT: Most individuals and organizations know WHAT they do. This is true no matter how big or small, no matter what industry. Everyone is easily able to describe the products or services a company sells or the job function they have within that system. WHATs are typically easy to identify.

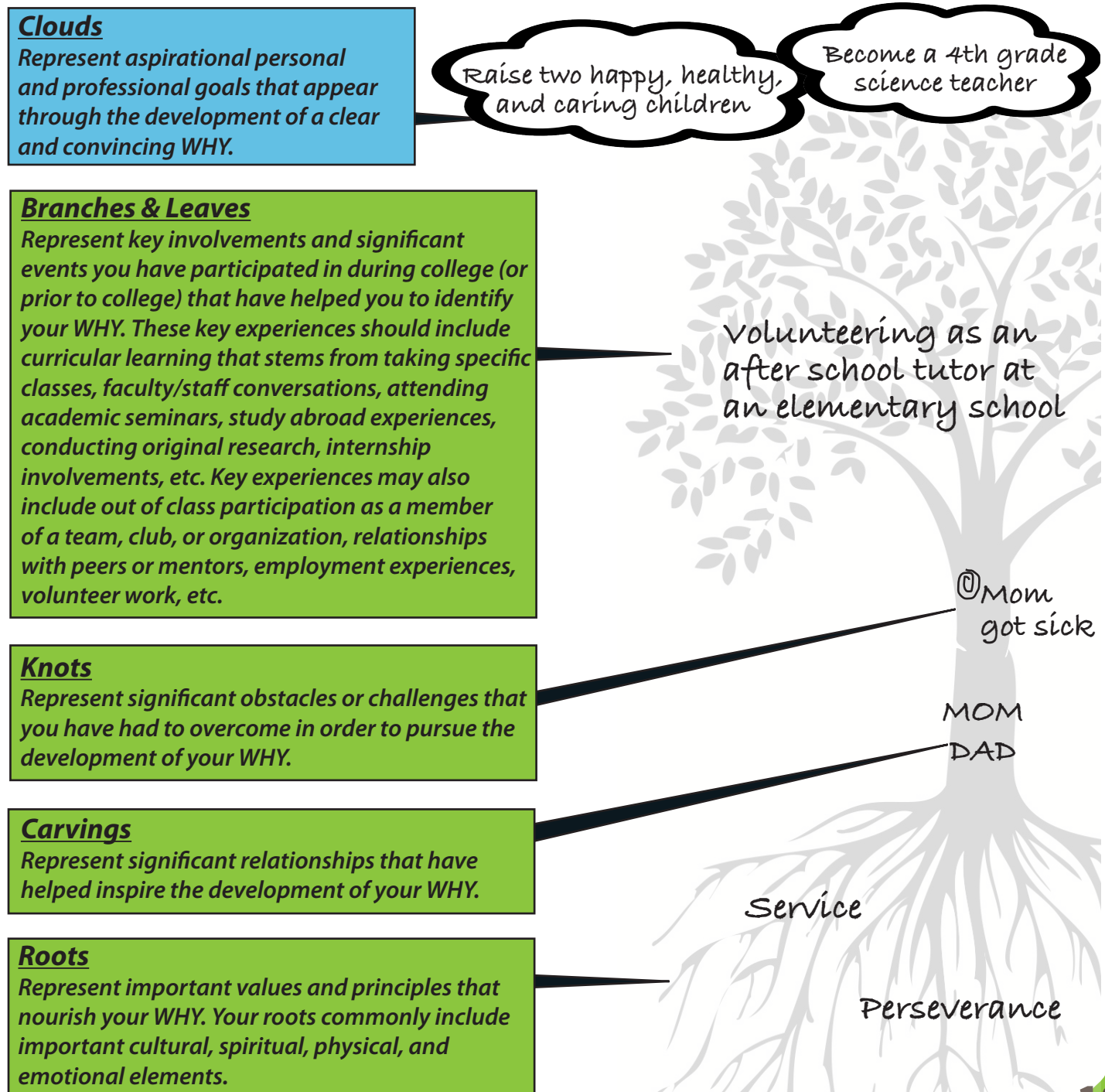


Growing Your WHY

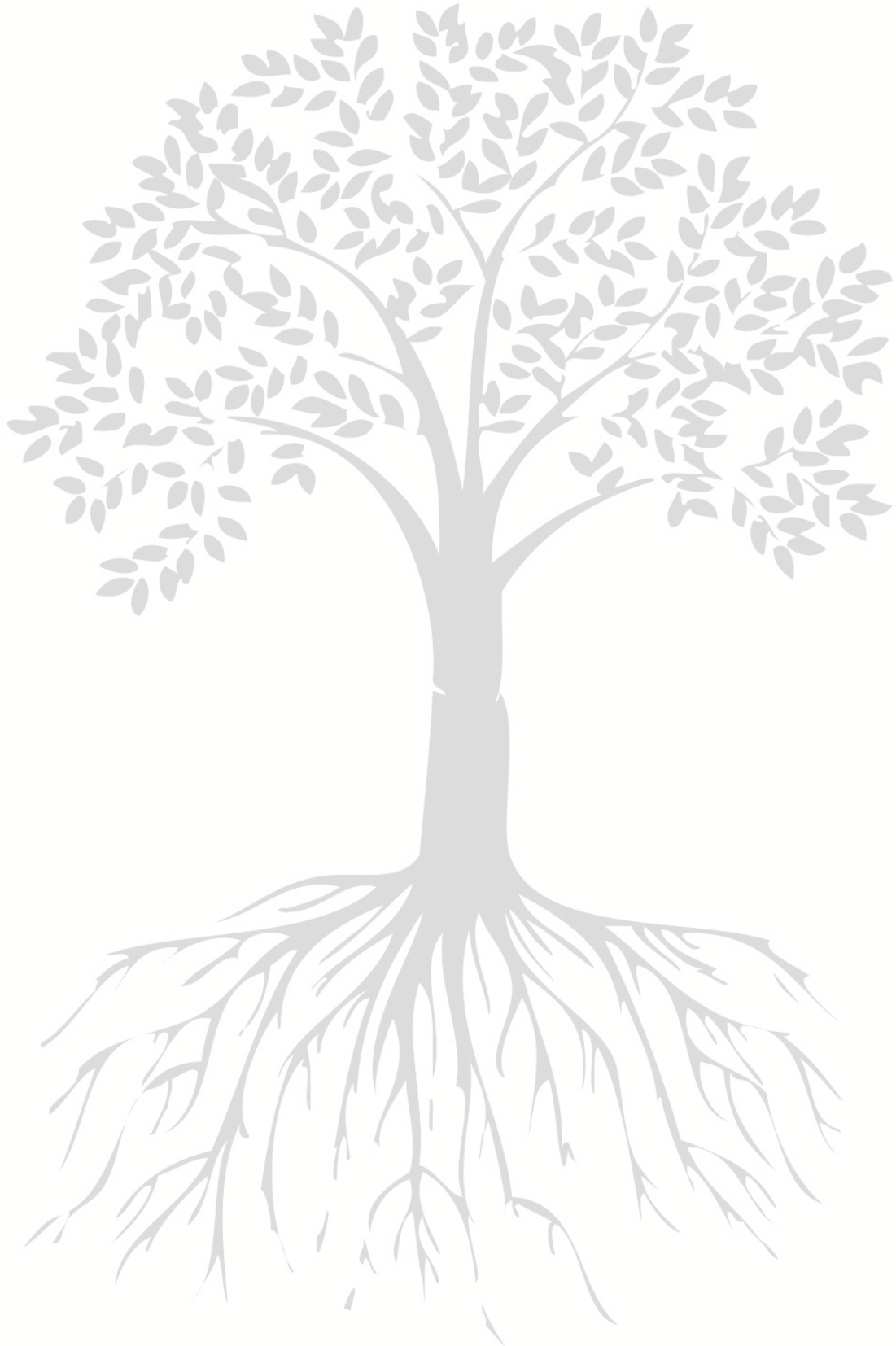
Each of us has a core identity that is shaped and refined by a unique combination of relationships, experiences, and cultural connections. This core identity is referred to as a person's "WHY." A WHY provides the inspiration for personal and professional choices. The WHY is sometimes considered to be a person's purpose, cause, or belief.

Using the diagram on the next page, attempt to identify your WHY by reflecting on your personal development (i.e. . intellectual, emotional, intercultural, and spiritual). Consider what you have learned from both your in and out of class involvements. In addition, try to identify the significant challenges and relationships that helped to inspire the development of your unique WHY.

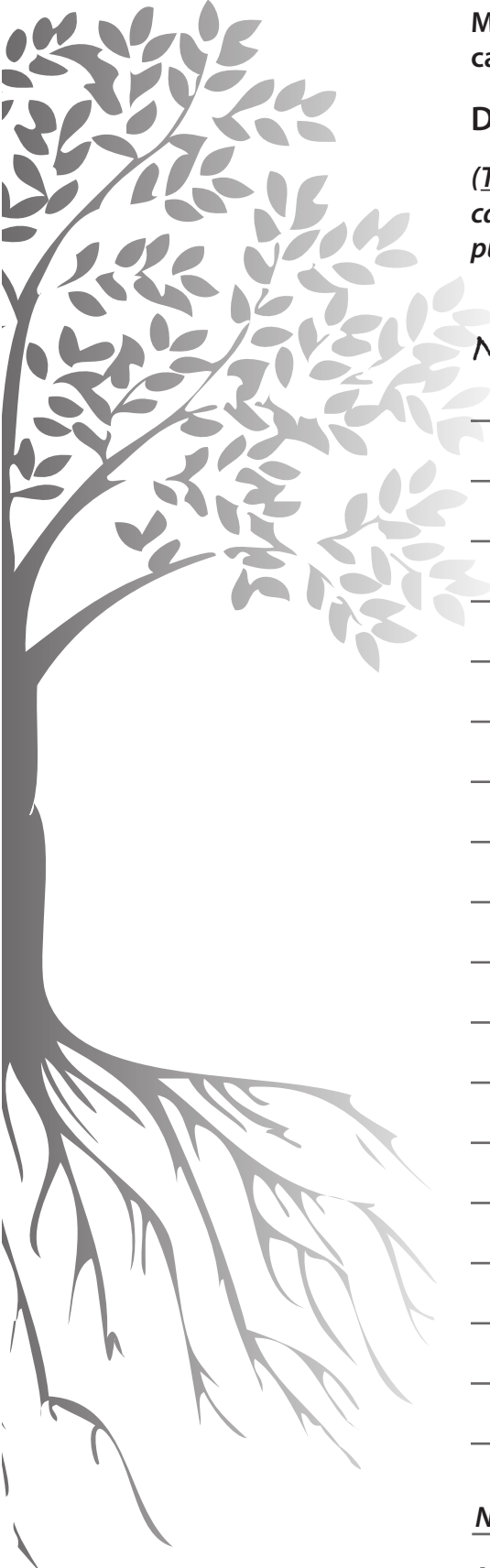
Below are examples for you to consider as you attempt to complete the diagram on the opposing page.



Growing Your *WHY*



Creating your *MY WHY* Manifesto



This is your chance to be creative in declaring your unique WHY. Draw on your reflections from the previous activity and create your MY WHY Manifesto. Think deeply about your core identity, purpose, cause, and/or beliefs. What are you passionate about?

Describe why you do what you do?

(Things to consider: your values, personal philosophies, relationships, callings, and any other elements of your life that speak towards your purpose.)

My WHY is... _____

Name: _____

Major: _____

Grad Year: _____

