Find Your Why
Stephanie Stonex, CCSD, Las Vegas, NV
stones2@nv.ccsd.net

“When the team knows its WHY, good things happen. The phone starts ringing. People want to collaborate with you and want to be a part of your team. It feels better and the results show. Performance tends to improve, innovation tends to rise and employee turnover tends to decline. You have a collective group, moving in the same direction, to bring a shared vision to life.”
Simon Sinek

What is your Student Council’s purpose?

- We cannot always control who we have in Student Council, but we can make sure that our purpose is clear and try to recruit students who fit in with the culture and align with the beliefs of our Council.
- Find Your Why can be used at retreats or at any point in the year when students seem to have lost their sense of purpose.
  - Have students get into pairs/groups and determine their top five
  - Have the groups meet and decide on the council's top five
  - What do those look like and how does your Council ensure that they are the focus for the year?
  - Use the yearly planner to map out ways to incorporate the top five.

Resources:
startwithwhy.com
Books – Start With Why and Find Your Why
Tom Heethuis, MASC/MAHS Advisor Liaison and Training Facilitator
TED Talk – How Great Leaders Inspire Action
How does the Golden Circle relate to Student Council?

Start with Why
Purpose. WHY we do what we do?

How
Process. HOW we do what we do? (helpers, goals)

What
Result. WHAT we do? (events)
All the great leaders and organisations communicate the same way...

It's the simplest idea - The Golden Circle:

- Your Purpose (not profit)
- Your Cause
- Your Belief

Why should anyone care?

START WITH WHY
Simon Sinek
www.startwithwhy.com

People don't buy WHAT you do, they buy WHY you do it.

Few people or organisations know WHY they do what they do.

Inspired leaders and organisations communicate from the inside out.

I believe
by
www.lynnecazaly.com
START WITH WHY

THE "WHY" NEVER CHANGES
THE "WHAT" DOES

WHY: LIMBIC BRAIN
WHAT: NEOCortex

- Need to belong
- Buy into a cause
- Safety & inspiration
- Loyalty
- Bonded by shared vision

MANAGE TRUST
- Enable risk
- Is earned
- Be demonstrated
- Consistency

PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT

FINDING WHY IS A PROCESS OF DISCOVERY, NOT INVENTION

- People will contribute
- Gain inner strength
- Seek continual improvement

WHY
- Passion
- Hope
- Choice

SUCCESSFUL SUCCESSION aligns to the why

People often confuse WHY with WHAT and lose structure

INSPIRING LEADER
- Game-changer
- Able to influence
- Cause of action
- Stand out - stand up
- Create impact
- Vision of the future

LEADERS
MANAGERS
EMPLOYEES

EXTERNAL
HOW
WHAT

INFLUENCE
- Inspire
- Charisma
- Manipulate
- Price, promotion, fear, short term, transaction

THINK
- Assumptions
- Meaning
- Decision
- External factors
- Outcome

KNOW WHY

WHEN DRIVEN BY "WHY", SUCCESS JUST SHOWS UP

Aligned & Balanced
GLAS.LIFE

GLAS.LIFE
Why Student Council?
To serve as a go-between for students and the administration.

Why Student Council?
To improve inter-school relationships.

Why Student Council?
To be a communication tool for students in the school.

Why Student Council?
To promote the general welfare of students.

Why Student Council?
To conduct and regulate school elections and campaigns.

Why Student Council?
To establish traditions and carry them on.

Why Student Council?
To represent the student body and clubs.

Why Student Council?
To teach leadership, scholarship and citizenship.

Why Student Council?
To identify problems.

Why Student Council?
To solve problems.
Why Student Council?
To improve attitudes.

Why Student Council?
To improve faculty relations.

Why Student Council?
To participate in and promote school service projects.

Why Student Council?
To raise academic standards.

Why Student Council?
To be responsive to student needs.

Why Student Council?
To train young leaders.

Why Student Council?
To represent student opinion.

Why Student Council?
To help students adjust to school.

Why Student Council?
To prepare young people for living in a democracy.

Why Student Council?
To facilitate communication between groups.
Why Student Council?
To organize student activities and administer them.

Why Student Council?
To bring student ideas to the administration.

Why Student Council?
To represent student interest in policy decisions.

Why Student Council?
To teach students how a school is run.

Why Student Council?
To teach students how democracy functions.

Why Student Council?
To lead the student body to achieve its best efforts.

Why Student Council?
To promote student interests.

Why Student Council?
To teach young people what the job of student council is.

Why Student Council?
To direct the student body.

Why Student Council?
To represent, to coordinate, to do.
**Why Student Council?**

To sponsor social and recreational activities.

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**Why Student Council?**

To encourage understanding, respect and appreciation for cultural differences.

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**Why Student Council?**

To promote good public relations.

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**Why Student Council?**

To promote school spirit and develop school loyalty.

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**Why Student Council?**

To develop a sense of school pride.

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**Why Student Council?**

To provide learning opportunities for students.

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**Why Student Council?**

To learn lifetime skills on being leaders and followers.

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**Why Student Council?**

To practice effective group dynamics.

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**Why Student Council?**

To learn meeting skills.

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**Why Student Council?**

To project a positive image of the school.
<table>
<thead>
<tr>
<th>My Top 5</th>
<th>What We Do or Could Do</th>
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Program Vision for the Year

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<th>Focus #2</th>
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Goal Setting Hints

Make your goals SMART
- Specific: State exactly what it is you want to achieve
- Measureable: The results can be seen and the outcomes can be counted
- Attainable: Appropriately challenging but doable with available resources
- Relevant: Are encompassed by the vision and addresses an identified need
- Timely: Has a reasonable timeline and deadline for measurement of progress

☑️ Take the time to critique your goals and vision.
☑️ Make people aware of your goals.
☑️ Take small steps toward your goal.
☑️ Post your goals in a visible spot.
☑️ Periodically reassess your goals to see if the vision has changed.

Based on an original concept presented by Dr. Earl Reum; format delivered by Tom Heethuis; revisions by Dave Conlon; last revised by Tom Heethuis.