

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.
 - o Have students get into pairs/groups and determine their top five
 - o Have the groups meet and decide on the councils top five
 - o What do those look like and how does your Council ensure that they are the focus for the year?
 - o 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

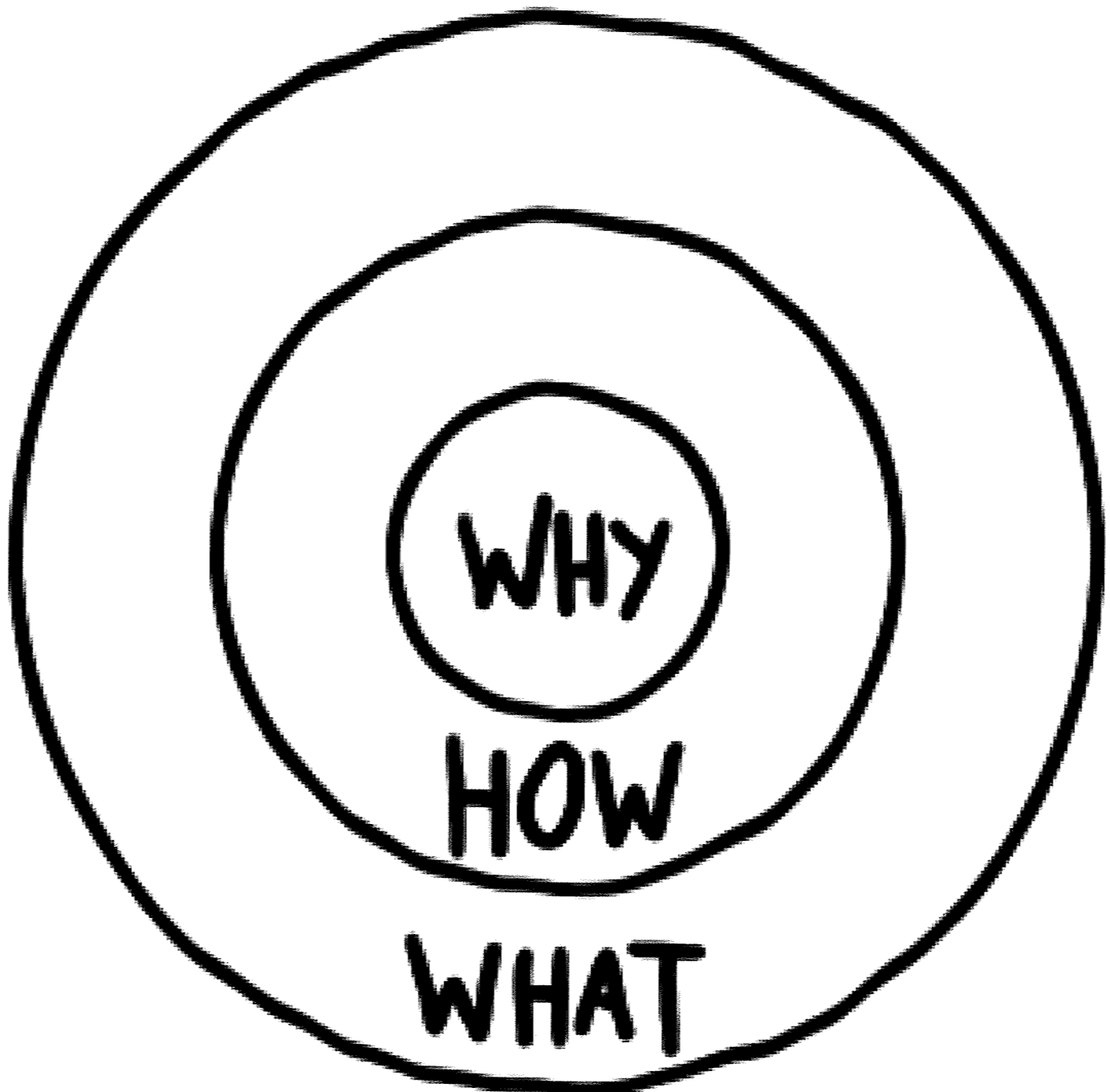
Purpose. WHY we do what we do?

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 WORLD'S simplest idea

THE GOLDEN circle

• YOUR PURPOSE (not profit)

• YOUR cause

• YOUR BELIEF

Why should anyone care?

START

WITH WHY

Simon Sinek

TED TALK

www.startwithwhy.com

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

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

• LAW of DIFFUSION of INNOVATION

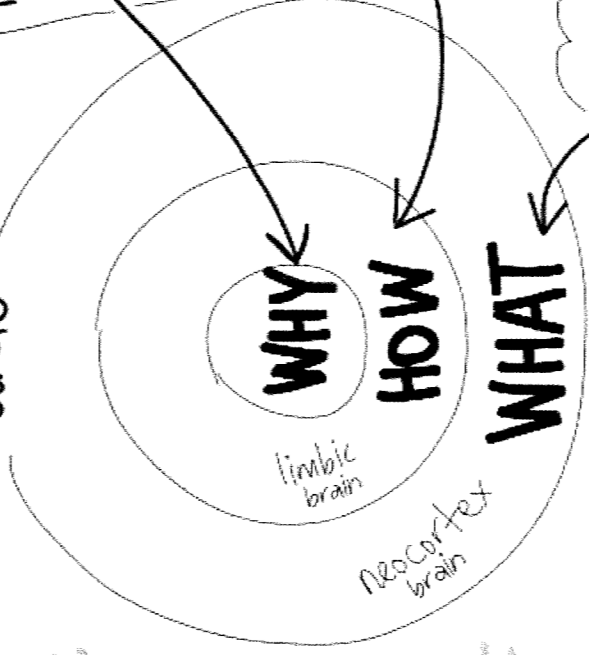
Few PEOPLE or ORGANISATIONS know WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

WE KNOW HOW we do it

WE KNOW WHAT we do...

I BELIEVE



START WITH WHY

FINDING WHY IS A PROCESS OF DISCOVERY NOT INVENTION

- ▶ PEOPLE WILL CONTRIBUTE
- ▶ GAIN INNER STRENGTH
- ▶ SEEK CONTINUAL IMPROVEMENT

successful succession aligns to the why

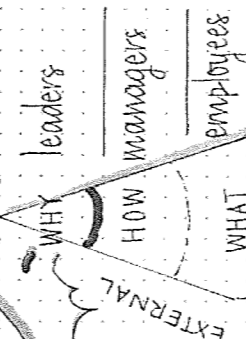
WHY



people often confuse WHY with WHAT and lose structure

- PASSION
- HOPE
- CHOICE

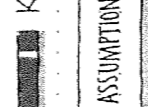
FIND A WAY TO MEASURE THE WHY



INSPIRING LEADER

- ▶ GAME CHANGER
- ▶ ABLE TO INFLUENCE
- ▶ CAUSE OF ACTION
- ▶ STAND OUT - STAND UP
- ▶ CREATE IMPACT
- ▶ VISION OF THE FUTURE

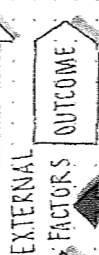
THINK



INSPIRE ★ CHARISMA

MANIPULATE ▶ price | promotion | fear | short term | transaction

KNOW WHY



WHEN DRIVEN BY 'WHY' SUCCESS JUST SHOWS UP

THE 'WHY' NEVER CHANGES THE 'WHAT' DOES

WHY

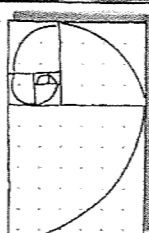
WHAT

- ▶ NEED TO BELONG
- ▶ BUY INTO A CAUSE
- ▶ SAFETY & INSPIRATION
- ▶ LOYALTY
- ▶ BOUNDED BY SHARED VISION

MANAGE

Trust

- ENABLE RISK
- IS EARNED
- BE DEMONSTRATED
- CONSISTENCY

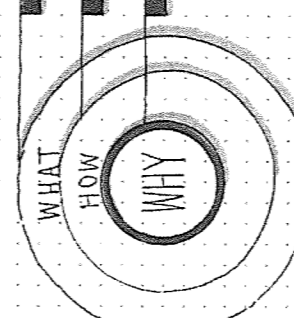


- ▶ ORDER
- ▶ PREDICTABILITY
- ▶ MULTI APPLICATION

Aligned & Balanced

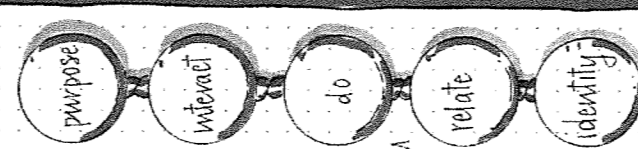
PEOPLE DON'T BUY WHAT YOU DO THEY BUY WHY YOU DO IT

- ▶ PRODUCED
- ▶ PROCESS
- ▶ PURPOSE
- ▶ CLARITY
- ▶ DISCIPLINE
- ▶ BELIEF
- ▶ CONSISTENCY
- ▶ RESULT
- ▶ ACTION
- ▶ BELIEF



DECISION CERTAINTY
THINK FEEL KNOW
WHAT HOW WHY

- ▶ TRANSFORM
- ▶ CHALLENGE NORM
- ▶ INNOVATE
- ▶ AUTHENTIC
- ▶ EMPOWER



Why Student Council?

To serve as a go-between for students and the administration.

_____ Find Your Why _____

Why Student Council?

To improve inter-school relationships.

_____ Find Your Why _____

Why Student Council?

To be a communication tool for students in the school.

_____ Find Your Why _____

Why Student Council?

To promote the general welfare of students.

_____ Find Your Why _____

Why Student Council?

To conduct and regulate school elections and campaigns.

_____ Find Your Why _____

Why Student Council?

To establish traditions and carry them on.

_____ Find Your Why _____

Why Student Council?

To represent the student body and clubs.

_____ Find Your Why _____

Why Student Council?

To teach leadership, scholarship and citizenship.

_____ Find Your Why _____

Why Student Council?

To identify problems.

_____ Find Your Why _____

Why Student Council?

To solve problems.

_____ Find Your Why _____

Why Student Council?

To improve attitudes.

_____ Find Your Why _____

Why Student Council?

To improve faculty relations.

_____ Find Your Why _____

Why Student Council?

To participate in and promote
school service projects.

_____ Find Your Why _____

Why Student Council?

To raise academic standards.

_____ Find Your Why _____

Why Student Council?

To be responsive to student needs.

_____ Find Your Why _____

Why Student Council?

To train young leaders.

_____ Find Your Why _____

Why Student Council?

To represent student opinion.

_____ Find Your Why _____

Why Student Council?

To help students adjust to school.

_____ Find Your Why _____

Why Student Council?

To prepare young people for living
in a democracy.

_____ Find Your Why _____

Why Student Council?

To facilitate communication
between groups.

_____ Find Your Why _____

Why Student Council?

To organize student activities and administer them.

_____ Find Your Why _____

Why Student Council?

To bring student ideas to the administration.

_____ Find Your Why _____

Why Student Council?

To represent student interest in policy decisions.

_____ Find Your Why _____

Why Student Council?

To teach students how a school is run.

_____ Find Your Why _____

Why Student Council?

To teach students how democracy functions.

_____ Find Your Why _____

Why Student Council?

To lead the student body to achieve its best efforts.

_____ Find Your Why _____

Why Student Council?

To promote student interests.

_____ Find Your Why _____

Why Student Council?

To teach young people what the job of student council is.

_____ Find Your Why _____

Why Student Council?

To direct the student body.

_____ Find Your Why _____

Why Student Council?

To represent, to coordinate, to do.

_____ Find Your Why _____

Why Student Council?

To sponsor social and recreational activities.

_____ Find Your Why _____

Why Student Council?

To encourage understanding, respect and appreciation for cultural differences.

_____ Find Your Why _____

Why Student Council?

To promote good public relations.

_____ Find Your Why _____

Why Student Council?

To promote school spirit and develop school loyalty.

_____ Find Your Why _____

Why Student Council?

To develop a sense of school pride.

_____ Find Your Why _____

Why Student Council?

To provide learning opportunities for students.

_____ Find Your Why _____

Why Student Council?

To learn lifetime skills on being leaders and followers.

_____ Find Your Why _____

Why Student Council?

To practice effective group dynamics.

_____ Find Your Why _____

Why Student Council?

To learn meeting skills.

_____ Find Your Why _____

Why Student Council?

To project a positive image of the school.

_____ Find Your Why _____

Find Your Why
My Top 5

Top 5 Cards

1. _____
2. _____
3. _____
4. _____
5. _____

What We Do or Could Do
Card 2

- _____
1. _____
 2. _____
 3. _____
 4. _____

What We Do or Could Do
Card 4

- _____
1. _____
 2. _____
 3. _____
 4. _____

What We Do or Could Do
Card 1

- _____
1. _____
 2. _____
 3. _____
 4. _____

What We Do or Could Do
Card 3

- _____
1. _____
 2. _____
 3. _____
 4. _____

What We Do or Could Do
Card 5

- _____
1. _____
 2. _____
 3. _____
 4. _____

Program Vision for the Year

<p>Focus #1 _____</p> <p>Projects planned for this focus area: _____ Date _____</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Focus #2 _____</p> <p>Projects planned for this focus area: _____ Date _____</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Focus #3 _____</p> <p>Projects planned for this focus area: _____ Date _____</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Focus #4 _____</p> <p>Projects planned for this focus area: _____ Date _____</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Focus #5 _____</p> <p>Projects planned for this focus area: _____ Date _____</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Goal Setting Hints</p> <p>Make your goals SMART</p> <ul style="list-style-type: none"> • 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 <p>✓ Take the time to critique your goals and vision.</p> <p>✓ Make people aware of your goals.</p> <p>✓ Take small steps toward your goal.</p> <p>✓ Post your goals in a visible spot.</p> <p>✓ Periodically reassess your goals to see if the vision has changed.</p>