

A large, thick black L-shaped graphic is positioned on the left side of the slide, extending from the top to the bottom. A second, smaller L-shaped graphic is positioned on the right side, extending from the top to the bottom, mirroring the first one.

# FINDING YOUR WHY

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# Simon Sinek: How Great Leaders Inspire Action

- Finding Your Why; A Practical Guide for Discovering Purpose for You and Your Team
  - *Amazon Kindle \$12.99 ISBN 9780143111726*
- [Simon Sinek How Great Leaders Inspire Action, Golden Circle 18 min](#)
- INSPIRE ON!
- [Book Review Start with Why 3:39](#)

# Read Partner Material (Handout)

- Find your partner; best partners will be hearing your stories for the first time.
- Get your partner up to speed; understanding the concept of the golden circle
- Gather your stories; we all have one WHY and it expresses who we are when we are at our natural best. Think of impactful memories that made the biggest difference in your life.
- Share your stories; share your stories in as much detail as possible.
- Identify your themes; as they emerge, one or two of those nuggets will shine brighter than the others and you will say “yes, that is me”, they become the foundation of your WHY
- Draft your why

# Think and Gather Your Stories

- Think and Gather Your Stories (Individual Exercise)
- Take Notes (Suggest draw a vertical line from the top of your notes page to the bottom, on the left side of the line jot down the factual details of the story; e.g., college graduation. On the right side feelings, emotions or interpretations of the meaning of the story)
- Memory Prompt (handout in folder)

# Share your Stories

- With a partner, take turn sharing your stories
- Be an active listener
- Ask follow-up questions
- Ask open-ended questions
- Avoid questions that start with “why”
- Sit in silence
- Take notes

# Draft your Why

- To \_\_\_\_\_ (Contribution) So THAT \_\_\_\_\_ (Impact)
- Friends Exercise: Test Your Why (Handout)
- [Friends Exercise](#)
- [Simon Sinek: Find Your Why 14 min](#)