

Finding Your Why and How It Will Elevate Your Career

Jane Betterton

Delivered to AAFNM on 9-24-19

1

Golden Circle Slides are based on presentation Simon Sinek provides free.

<https://simonsinek.com/product/share-the-golden-circle-presenter-slides-and-notes/>

Session Overview

- In 2009, Simon Sinek gave a TED talk making the case for individuals and organizations to understand their "WHY" and how it changes work/life perspective from one of day to day drudgery to one of inspiration. Most professionals are focused on their "WHAT's" and sometimes lose focus on their "WHY". This lunchtime talk will focus on finding the foundation of your competitive advantage, examining what it means to understand your WHY and what it takes to discover it. Please join us to find out why your WHY really matters for your business and your work life.
- This talk is for creatives, teams, advertisers, public relations professionals, directors, managers and anyone looking for focus in their career.

2

Simon's Original TEDx Talk

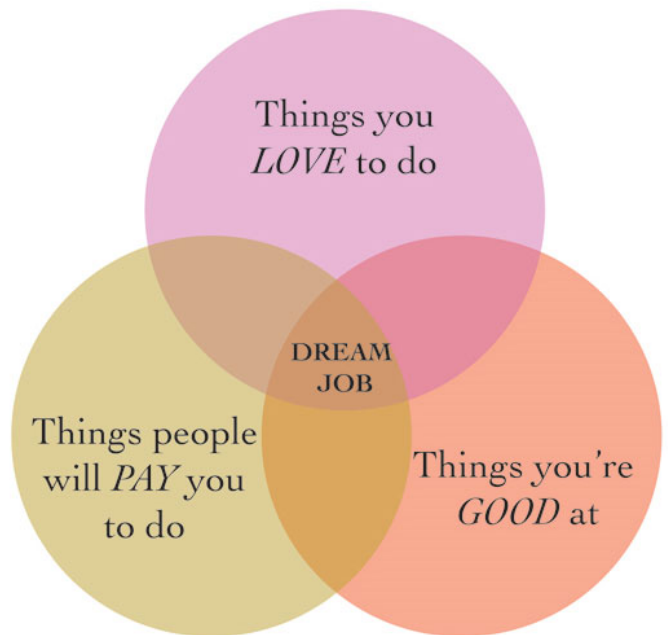
How Great Leaders Inspire Action, Simon Sinek, (18:34)

<https://www.youtube.com/watch?v=qp0HIF3SfI4>

Start With Why, TED Talk Short Edited, Simon Sinek (5:00)

<https://www.youtube.com/watch?v=IPYeClTXpXW>

Our Search for the
Perfect Job or
Profession –
Usually starts here



3

http://influential.com.au/wp-content/uploads/2013/07/dream_career.jpg

On our path we
find Happiness
can from WHAT
we do...
but Fulfillment
comes from
WHY we do it...

Our Purpose



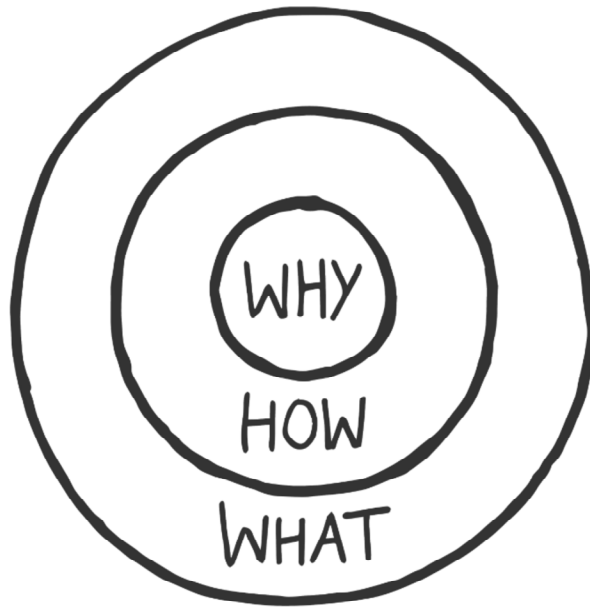
<http://www.humanbusiness.eu/purpose-venn-diagram/>

Simon Sinek Cracked
the Code to Finding
Fulfillment in Your
Career Using the
Golden Circle



WHAT

Your role at work or
what you get paid to
do

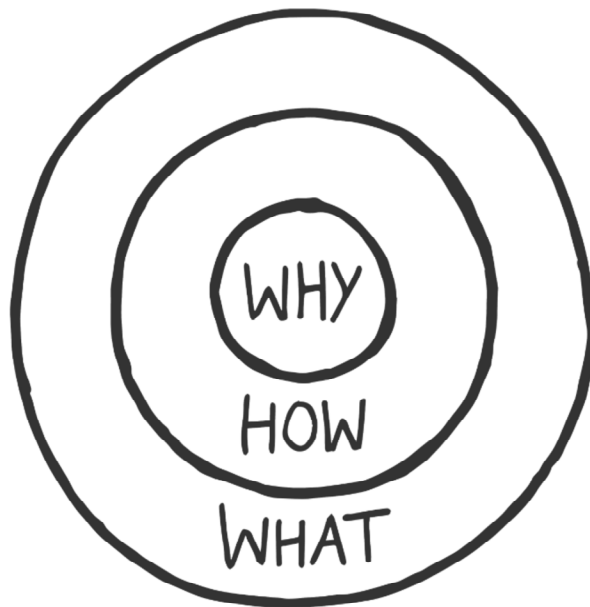


Individuals know WHAT they do.

For an individual, it is their job title or roles or what they get paid for

HOW

Your strengths,
values and
guiding principles



7

Some individuals know HOW they do what they do. HOWs are meant to communicate what makes us special or sets us apart from others who do something similar. HOWs are an individual's strengths, values and guiding principles. Gallup StrengthsFinder is a tool to use to discover your HOWs as an individual.

For example:

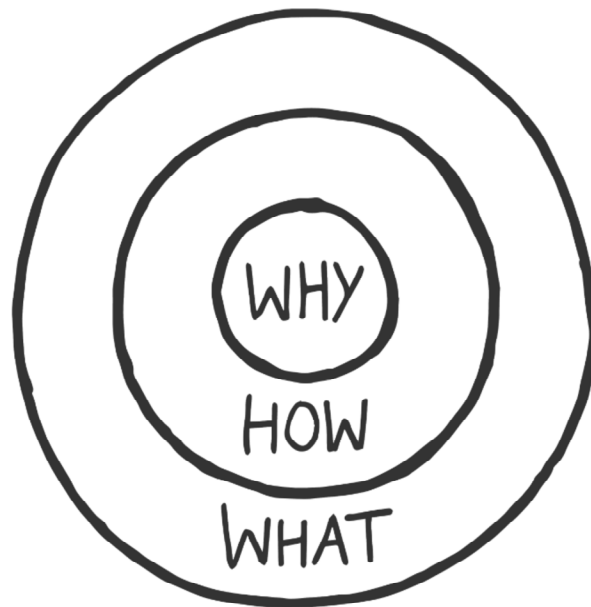
Say you have two educators who teach the same subject, at the same school and for the same age group. The content in their curriculum—their WHAT—is identical. The way in which they teach – their HOWs – could differ.

One educator approaches the content from an analytical perspective and the other approaches it from an interactive and collaborative perspective. Different students will be attracted to different approaches.

This applies to individuals or organizations. While you may do or sell the same things, the way in which you deliver that product or service is unique.

WHY

Your purpose,
cause or belief



8

Very few people and very few organizations can clearly articulate WHY they do what they do.

The WHY is the purpose, cause or belief that drives every one of us. It provides a clear answer to the questions:

- *Why do you get out of bed every morning?*
- *Why does your organization exist, beyond your products, growth and profit?*
- *Why should anyone care?*

Making money is NOT a WHY. Revenues, profits, salaries and other monetary measurements are simply results of WHAT we do.

The WHY is about our contribution to impact and serve others. The WHY inspires us.

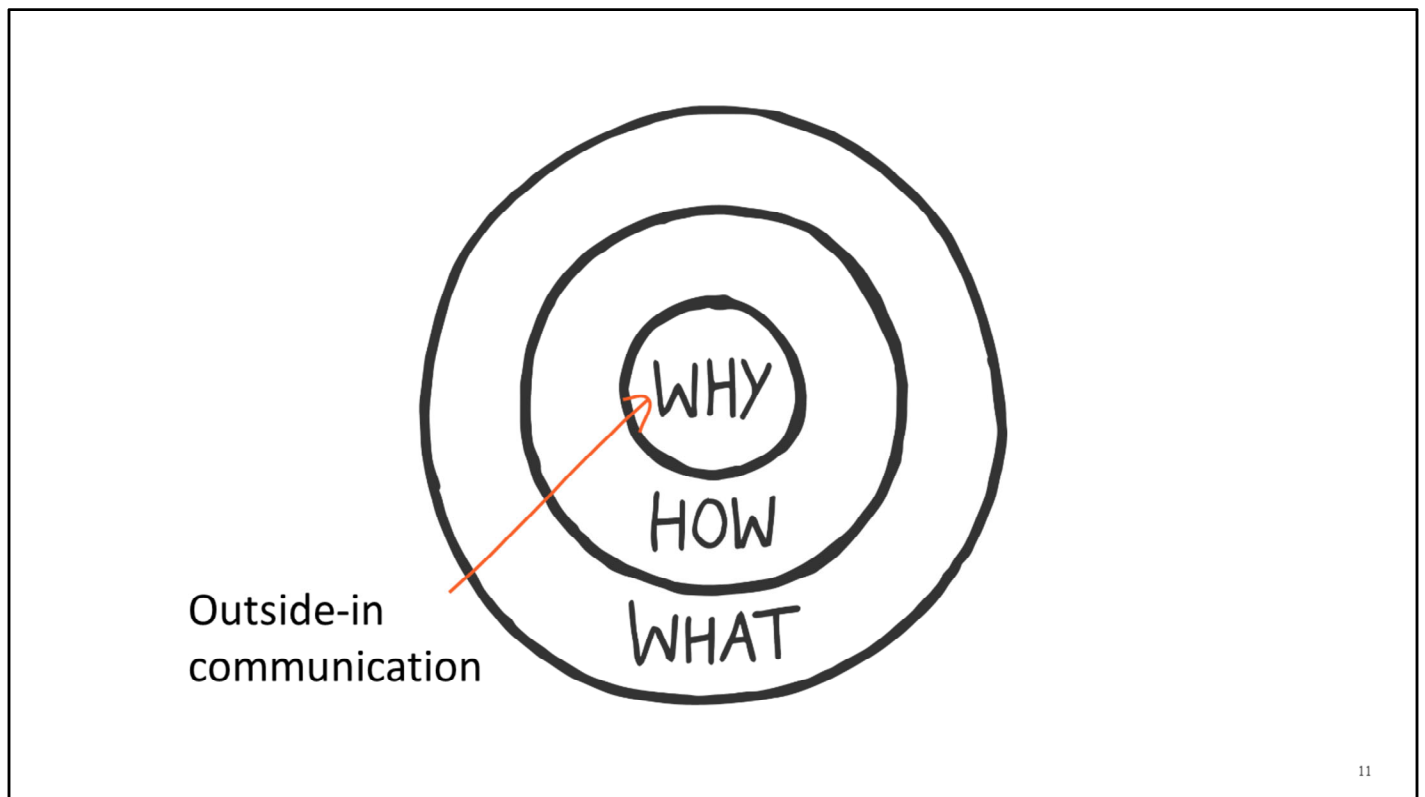
Let's Try It #1

		Round #1	Round #2
What?	What do you get paid to do?		
How?	Your strengths, values & guiding principles		
Why?	Your purpose, cause or belief		

9

See worksheet

Discussion



People naturally communicate from the outside-in.

They typically go from what is easiest to understand to what is hardest to understand and explain.

They tell people WHAT they do, tell them HOW they are different or better, and then they expect some sort of behavior or result, like a purchase, a vote or support.

Here is how most organizations market and communicate:

WHAT: Here is our law firm.

HOW: We have specialized expertise in a wide range of practice areas.
We transform complexity into simple action and we go above and beyond every day.

Behavior: Come do business with our law firm!

The problem is that WHAT and HOW do not inspire action. Facts and figures make rational sense, but people do not make decisions purely based on facts and figures. Starting with WHAT is what commodities do. Starting with WHY is what leaders do. Leaders inspire.

Let's Try It #2 – Jane's Bio

- Tagline: "Building a Results Oriented Culture Through Project Management"
- Jane works with organizations to apply best practices in project management that build their systems and organizational culture to be focused on results. Jane's work includes supporting organizations to develop an effective Organizational Project Management (OPM) framework that serves as the backbone for repeatable and effective project management that is aligned with the strategic results of the organization.

12

See Worksheet

“Building a Results Oriented Culture Through Project Management”

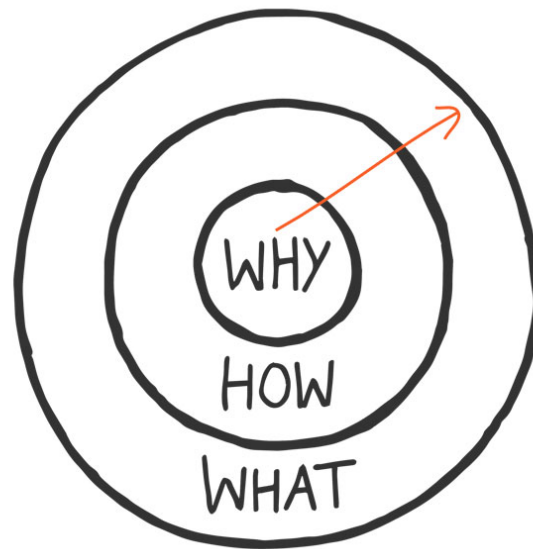
- Jane works with organizations **to apply best practices in project management** that **builds their systems and organizational culture to be focused on results**. Jane’s work includes supporting organizations **to develop an effective Organizational Project Management (OPM) framework** that serves as the backbone for repeatable and effective project management that is aligned with the strategic results of the organization.

Why

How

What

What would
Jane's Bio look
like if we went
inside-out?



14

First you would need to be Jane and do the work to identify Jane's WHY. Once that is identified the HOWs and WHATs fall out more naturally.

“I help teams
translate their
chaos and agree on
their end result so
that they can
design the right
way to get there.”
~Jane’s WHY

- I work to strengthen teams so that they can collectively accomplish more than what they can do through their individual contributions.
- I build frameworks for organizations so that their teams have a clear direction and effective tools to achieve results.
- I work with organizations to enable their internal compass to build strong teams, define their path and get where they want to go together?

When can we get started?

15

On the next slide lets identify my HOWs and WHATs

Jane's Bio –Inside Out

I help teams translate their chaos and agree on their end result so that they can design the right way to get there.

I work to **strengthen teams** to collectively accomplish more than their individual contributions.

I **develop systems** for organizations so that their teams have a clear direction and **effective tools** to achieve results needed to move the organization forward.

I work with organization's to **build an internal compass** so strong teams can define clear path and get where they want to go together.

Why

How

What

16

My Why: To translate chaos so a team can get where they want to go?

WHY: I exist to help translate chaos so teams can get where they want to go

HOW: I strengthen teams, deliver effective tools to achieve results

WHAT: Develop systems for clear direction and build an organization's internal compass so they can get where they want to go

If the people at this firm actually believe in their WHY and think, act and communicate starting with their WHY, they will attract people who believe what they believe and who want to be a part of their cause.

Why is “Inside Out” better?

- There are two ways to build a career or a business...

We can go through life hunting and pecking, looking for opportunities or customers, hoping that something connects.



Or we can go through life with intention, knowing what our piece looks like, knowing our WHY and going straight to the places we fit

17

Information from Simon Sinek's book Find Your Why p. 22

Photo Source:

<https://d.stockcharts.com/img/articles/2015/08/14401831385681449884081.jpg>

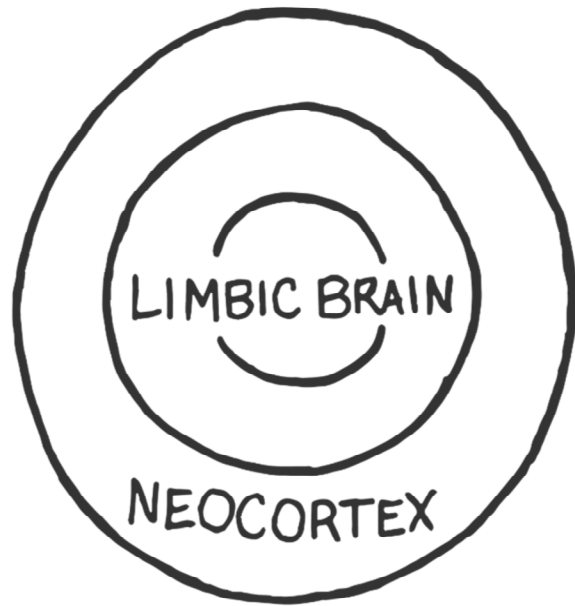
Why Does “Inside Out” Work Better?

Neocortex

Responsible for all of our rational and analytical thought, and language.

Limbic System

Responsible for all feelings, like trust and loyalty. It’s also responsible for all human behavior and decision-making, yet it has no capacity for language.



18

The outside of the brain is the neocortex, which corresponds with the WHAT level of The Golden Circle.

The neocortex is the newest brain or Homo sapien brain. It is responsible for all rational and analytical thought.

It helps us understand facts and figures, features and benefits. The neocortex is also responsible for language.

The middle two sections of The Golden Circle—the WHY and HOW—correspond to the middle section of the brain, the limbic system.

This is the part of the brain that drives our behavior and decision making. It’s also responsible for our feelings, like trust and loyalty.

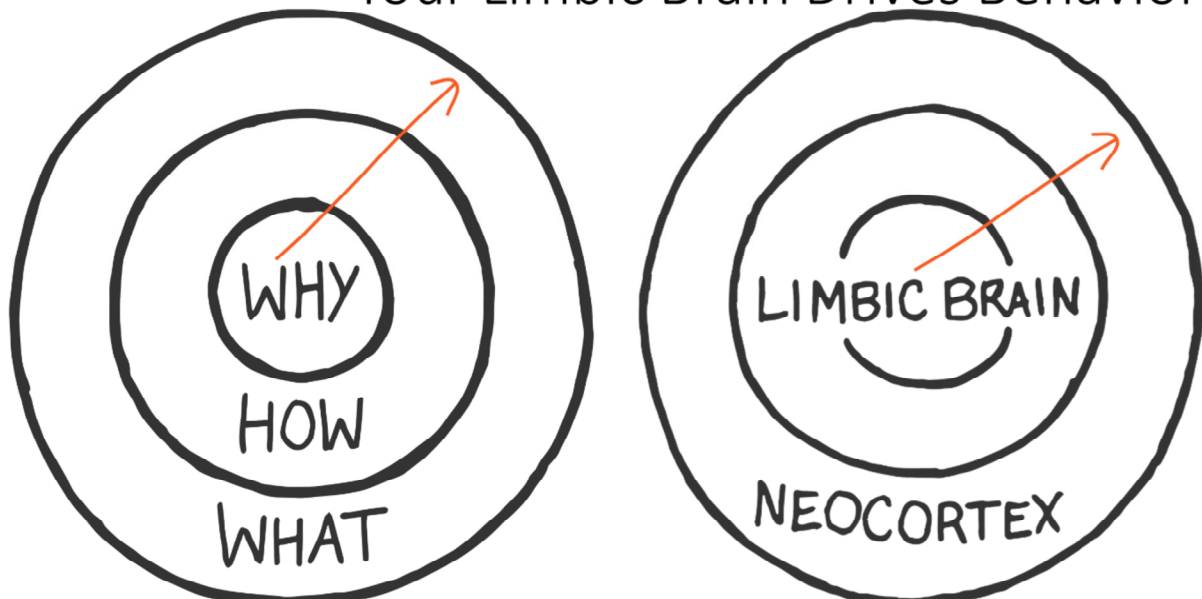
But unlike the neocortex, the limbic system has no capacity for language. This is the biological reason we sometimes find it difficult to put our feelings into words (“I love you more than words can say”), explain our actions (“The devil made me do it!”) or justify our decisions (“I don’t know ... it just felt right”).

This is where “gut feelings” come from. It’s not our stomach that has decision-making receptors. It’s a feeling we get about a decision we have to make that we struggle to explain. The feeling comes from the limbic brain and our neocortex rationalizes the feeling, behaviour or decision in language.

Why Does “Inside Out” Work Better?

Your WHY Aligns With Your Limbic Brain

Your Limbic Brain Drives Behavior



None of this is opinion. The concept of WHY is grounded in the tenets of biology. How The Golden Circle works maps perfectly with how our brain works.

A cross-section of the human brain shows that its layout perfectly correlates with the three major components of The Golden Circle.

Communicate from the **inside-out** and you speak directly to the part of the brain that drives emotions, behavior and decision making.

The neocortex, the thinking part of the brain, is always trying to understand and make sense of the world. This is the reason we think we are rational beings when we are really not.. We would never care about trust or relationships; we would only evaluate the numbers. We know that we don't do that.

The limbic system drives our emotions, feelings and decision making, but remember it has no capacity for language. We make decisions based on the feeling generated by our limbic system and the neocortex helps us to rationalize and communicate those decisions. This is why we are more fulfilled when working from our WHY.

Clarity of **WHY**

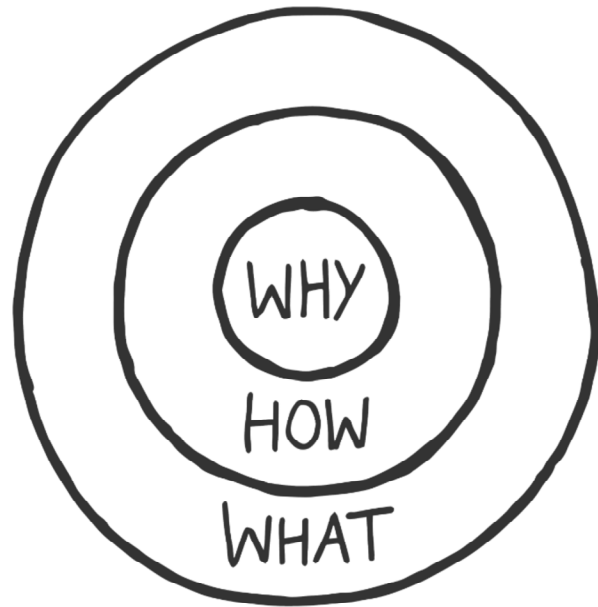
Your purpose, cause or belief.

Discipline of **HOW**

Your strengths, values or guiding principles.

Consistency of **WHAT**

Your role at work or what you get paid to do



For The Golden Circle to work properly, you must have:

1. Clarity of **WHY**
2. Discipline of **HOW**
3. Consistency of **WHAT**

No one section of The Golden Circle is more important than the other. The most important thing is a balance across all three.

WHY

If you don't know **WHY** you do **WHAT** you do, how can you expect anyone else to know? For others to know your **WHY**, you must first have that clarity yourself.

HOW

In order to bring your **WHY** to life, you must be disciplined in living your **HOWs**. You must behave in ways that are aligned with your values, guiding principles, strengths and beliefs.

WHAT

And everything you say and do must be consistent with what you believe. After all, we live in the tangible world. The only way people will know what you believe is if you say and do the things you actually believe. This is what it truly means to be authentic.

How to find your WHY as an Individual



- Discovering your WHY is like panning for gold in the river of the past:
 - The gold is there, lost in the debris of the river, hidden by rushing water
 - Only when you take the time to pan for the significant moments of the past
 - When you retrieve them nugget by nugget, will they turn into treasure

21

Information from Simon Sinek's book Find Your Why p. 22

Photo Source:

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwj2oY6F0-XkAhWFlp4KHftnAu4QjRx6BAgBEAQ&url=https%3A%2F%2Fwww.msn.com%2Fen-in%2Fmoney%2Fother%2F14-glittering-rivers-where-you-can-still-find-gold%2Fss-AArkgoK&psig=AOvVaw1Dcoq5Sao-_NwsyGaUiH17&ust=1569283547834334

Find Your
WHY

3 Steps -
Simple, Not
Easy

- Step 1: Gather Stories and Share Them
 - Your standout memories, your defining moments, start to examine them to find the connections
- Step 2: Identify Themes
 - In sharing your stories themes start to emerge
- Step 3: Draft and Refine a Why Statement
 - Simple and clear
 - Actionable
 - Focused on the effect you will have on others
 - Expressed in affirmative language that resonates with you
 - To _____ So That _____

22

Find Your
WHY

You Need
Time and a
Good Partner



Your partner must be a good listener



The best partner is someone supportive of you, but has not heard all your stories

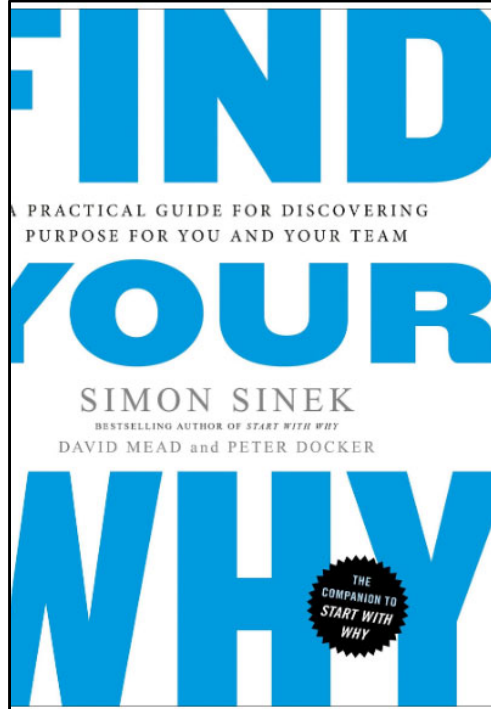


Your Partner is good at taking notes



You Partner will learn and follow the process

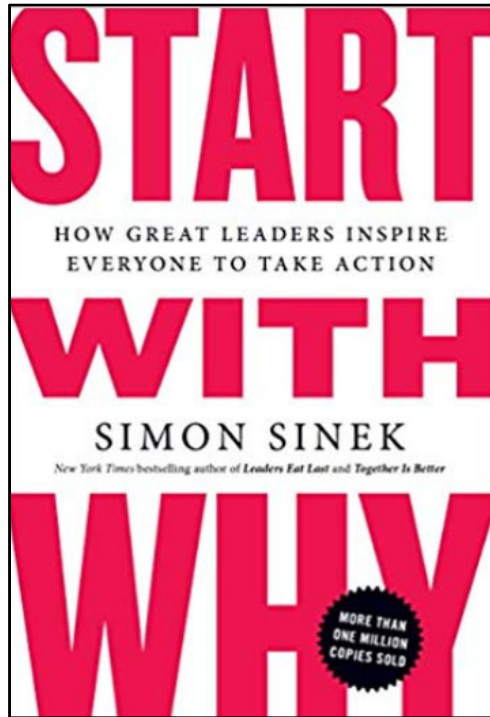
23



How To Get Started?

- Use Simon's Find Your Why Book - ~\$12
 - ISBN 978-0-14-311172-6
- Take Simon's Find Your Why Course - \$150
 - <https://simonsinek.com/why-discover-course-curriculum?ref=courseSales>
- The Why Institute (Gary Sanchez) Courses - ~150
 - <http://whyinstitute.com/>
- Plan to attend a "Find Your Why" Workshop in Late January/ Early February in Albuquerque

24



Start With Why Has the Bigger Picture...

- The WHY exists on a macro level and a micro level.
 - A company has a WHY
 - Each division or team has a WHY
 - Every individual has a WHY.

25

P. 24 Find Your Why, more information about organizational WHY can be found in Simon's Start with WHY book.



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

- Simon Sinek



This is the reason we can say that people don't buy WHAT you do, they buy WHY you do it. And WHAT you do simply serves as the tangible proof of what you believe.

The most successful companies market from the inside-out.

Imagine a world in which the vast majority of us wake up inspired, feel safe at work and return home fulfilled at the end of the day.

“To inspire people to do the things that inspire them so that, together, we can change our world.” – Simon Sinek’s Why Statement

<https://simonsinek.com/commit/learn-your-why/>

27

<https://simonsinek.com/commit/learn-your-why/>