



Start with Why

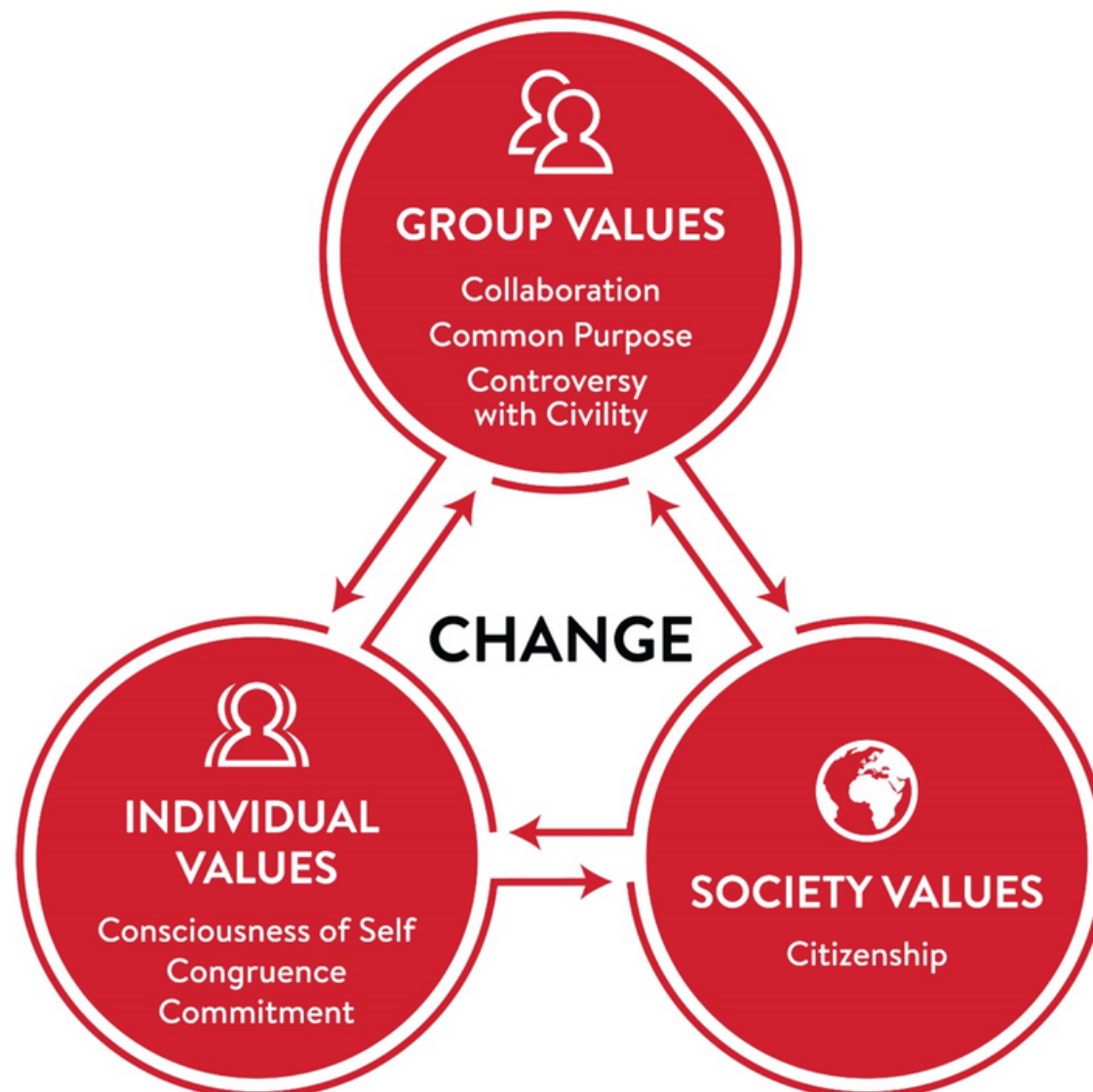


MATERIALS NEEDED

- A Computer with wifi access
- TED Talk "Start with Why" By Simon Sinek
- 3 different colored pens and/or markers
(Not required)
- A separate sheet of paper
- Minimum 2 people (Facetime your friends!)

DEFINITIONS

The LEAD Workshop series is grounded in the principles of the social Change Model of Leadership and its 7 C's (See below). In the SCM, an individual can enter the process at any point: as an individual, as part of a group, or as a member of society. Within each component, you will find values that are important to creating change. Change is the hub which the SCM revolves around.



THE C'S FOR THIS WORKSHOP

Common Purpose

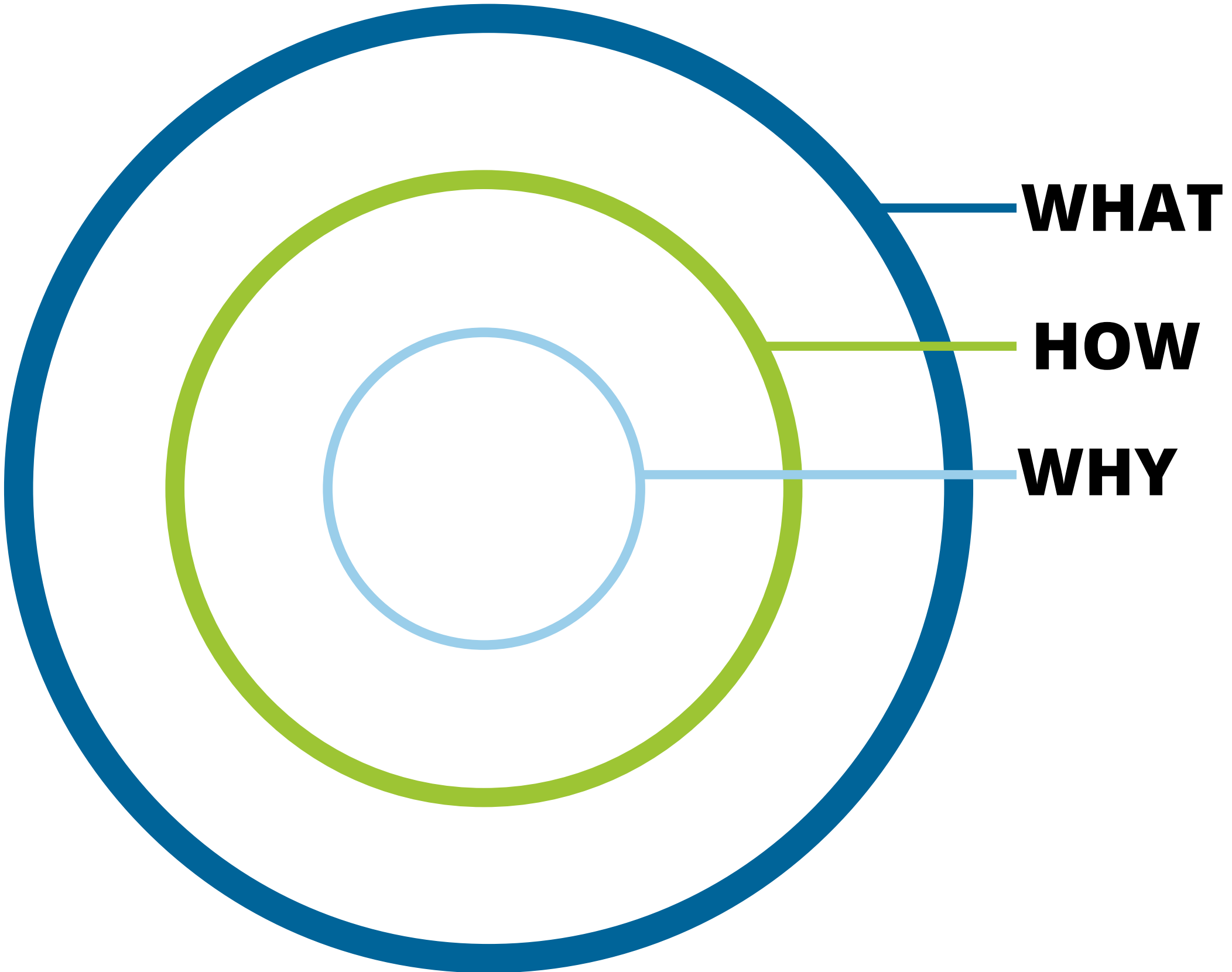
To work with shared aims and values; facilitates the group's ability to engage in collective analysis of issues at hand and the task to be undertaken; best achieved when all members of the group share in the vision and participate actively in articulating the purpose and goals of the activity.

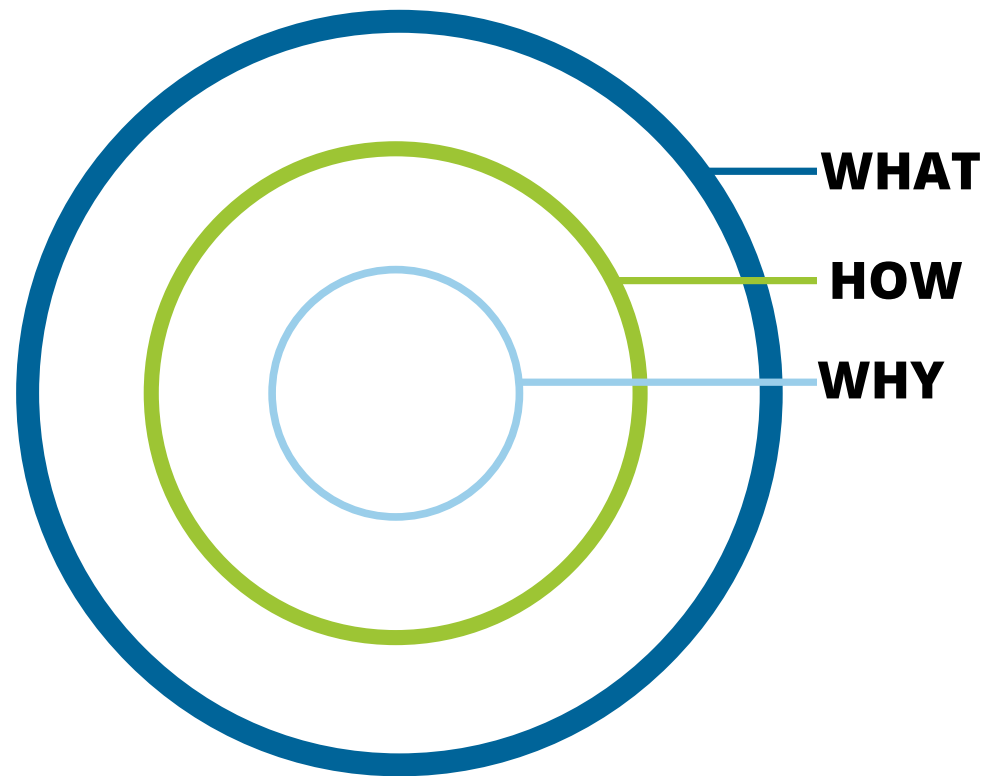
INSTRUCTIONS (PART 1)

- 1** Go to Youtube.com and search for "Simon Sinek - Start With Why - TED Talk Short Edited" and watch the video
- 2** After completing the video, on your separate sheet or paper, create th diagram on **page 6**
- 3** Write on your sheet of paper your "Why". What is the underlying reason for doing what your doing and how you are doing it? (**See page 7 for example**)
- 4** Write on your sheet of paper your "How". How are you living out your core reason for doing what you are doing? (**See page 7 for example**)
- 5** Write on your sheet of paper your "What". The actual answer to the question "What are you doing" (**See page 7 for example**)



DIY





WHY:

I believe that harnessing the power of human connection can change the way we see the world and grow as individuals.

HOW:

By helping college students through their holistic development, with an emphasis on leadership and social change through workshops, retreats, and individual meetings

WHAT:

I work as a a Leadership Development Program Coordinator in the Office of Student Life and Leadership.

-Anthony Wright, M.S.Ed



DIY

INSTRUCTIONS (PART 2)

- 6 After you have your Why, How, and What, try your hand at responding to the question "Tell me a little about yourself" starting from your core "why" practice with a partner and provide feedback
- 7 Go to the reflection questions on *page 9*
- 8 Visit go.unc.edu/LEADDIY to track your completion

REFLECTION POINT

What was easy and/or difficult about narrowing down your "why" statement?

As leaders, why is it important for us to know our whys as individuals but also the why of the groups we are a part of?

Do you have a "why" that remains constant regardless of the situation or environment that you are in? If not, do you think that is necessary?

How does knowing your why help you in life?

APPLY YOUR LEARNING

Places to consider using your values

1. LinkedIn Profile Summary Statement
2. During your interviews. "Tell Me About Yourself"
3. Creating your own leadership philosophies
4. Nice first date question
5. Establishes a base level understanding for groups and organizations



Start with Why

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