Starting With Why

### WHY
"You have to know **why** you do what you do. Clarity is key. If people don’t buy **what** you do, they buy **why** you do it, so it follows that if you don’t know **why** you do what you do, how will anyone else?"

### HOW
"Once you know **why** you do **what** you do, the question is **how** will you do it? **Hows** are your values or principles that guide how to bring your cause to life. **How** we do things manifests in the systems and processes within an organization and the culture. Understanding **how** you do things, and, more importantly, having the discipline to hold the organization and all its members accountable to those guiding principles enhances an organization’s ability to work to its natural strengths."

### WHAT
"Everything you say and do has to prove **what** you believe. A **why** is just a belief... **Hows** are the actions you take to realize that belief. And **whats** are the results of those actions... The only way people will know what you believe is by the things that you say and do, and if you’re not consistent in the things you say and do, no one will know what you believe."

Adapted from *Start with why: how great leaders inspire everyone to take action*. Sinek, Simon. 2009. Penguin Group, New York, NY for use at 2019 AHEAD in Boston, MA.