

Start with Why

Simon Sinek and his Golden Circle

Simon Sinek

- Unfailing optimist (like Tina Seelig)
- Author (Start with Why), speaker (watch video), visionary
- The Why is a tool
 - Brings clarity to that which is fuzzy
 - Makes tangible that which is abstract
 - Helps set a vision to inspire

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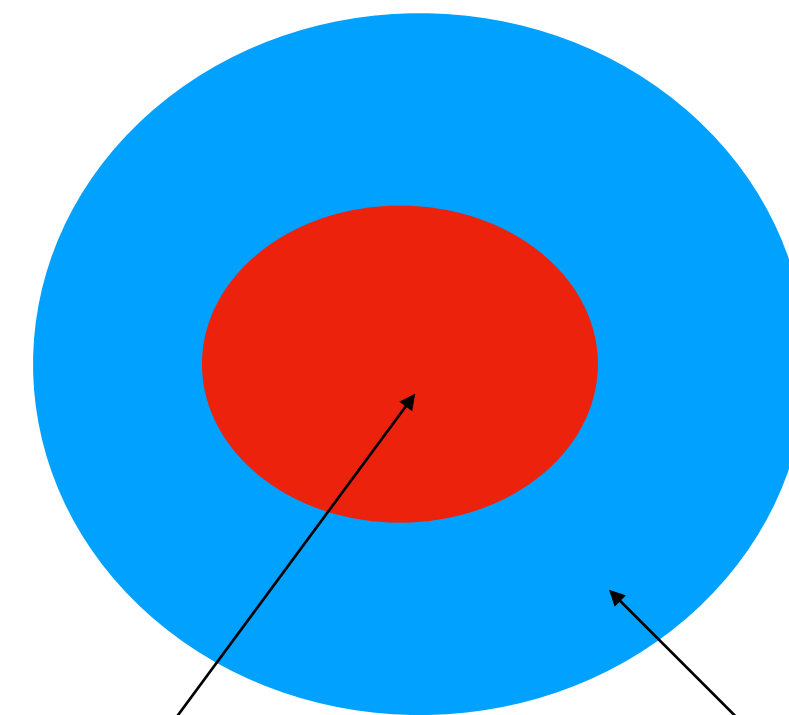


Start with Why

It means communicating from **inside out**: start with why, then go to “what” and “how”

limbic and neocortex brain areas

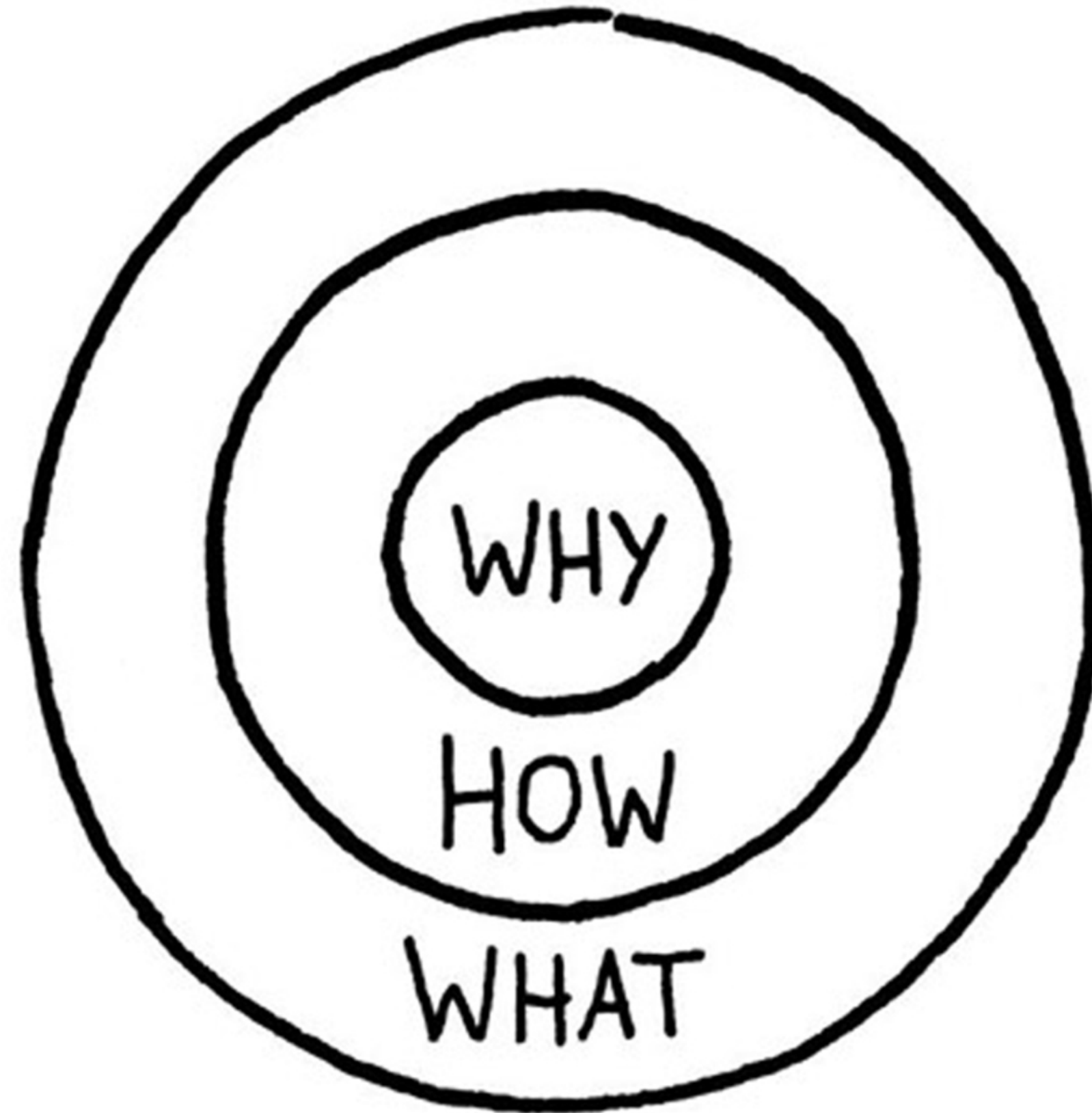
- limbic: all human behavior
 - and all decision-making
 - BUT NOT language
- neocortex: rational, analytical thought
 - AND YES, language



Limbic
brain
“Why”

neocortex
“what” and “how”

The Golden Circle



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

Getting to your “why”

It takes brainstorming,
assumption storming and story telling.

Once you understand and believe in “the why “of
organization, you can clearly articulate what that
means to you. Communicating your passion to
others is the next step.

Your library should inspire you and your patrons.

Think about why patrons use a library

- People don't buy "what" you do, they "buy" why you do it.
- Your library acquires books and loans them out—what and how
- Your library is where I go to learn things—why

Find your Why

- For entrepreneurs—so you can communicate what is singular about your company
- For a library team or department—so the team (with its own subculture) can communicate its unique contribution to the larger organization
- Simon has written Find Your Why as a guide to set up your own workshops.

Assumption storming

Can jump start an investigation that leads to innovation

What is an assumption?

a belief about how we think things are, not facts or proven theories about how they actually are

AHA moments

Assumption storming can help a library or department identify places where long held assumptions are preventing it from taking **innovative steps forward.**

Assumption storming

Topic: trying to find more creative ways to use the lobby space in a library

- Think about the assumptions tied to library space.
- Examples: you must have library card to enter, libraries are quiet, libraries serve people of all ages, libraries are the only place some can access a computer, etc.

Assumption storming activity

- Sort out assumptions in three categories: facts, opinions and guesses
- Sorting out helps you probe your own opinions
- After sorting, review those in “opinions” and “guesses”
- Choose two or three to challenge

Challenges

- These assumptions will open up your thinking and some will become part of your solution
- What if this assumption were not true?
- What if the opposite were true? What would I create then?
- Helps you remain creative, flexible AND deepens understanding

Breakout room instructions

Breakout time— 15 min discussion

- Select a spokesperson
 - Topic: trying to find more creative ways to use the lobby space in a library
 - Sort out assumptions in three categories: facts, opinions and guesses
 - Review “opinions” and “guesses”
 - Choose two or three to challenge
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- Report back in main room—what are you challenging? These can jump start new ideas.