Finding Your Organization’s Purpose
Discovering the ‘Why’

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The Golden Circle

- Why
- How
- What

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**WHAT**
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.
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**WHAT**
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

**HOW**
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.
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**WHAT**
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

**HOW**
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

**WHY**
Very few organizations know WHY they do what they do. WHY is not about making money. That’s a result. WHY is a purpose, cause or belief. It’s the very reason your organization exists.
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WHY

HOW

WHAT
The Golden Circle + Human Brain

- **Why**
- **How**
- **What**

- **Limbic Brain**
- **Neocortex**
The Golden Circle + Human Brain

**NEOCORTEX**
- Rational and Analytical Thinking
- Language
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LIMBIC BRAIN
- All of our feelings, like trust and loyalty
- All human behavior and decision-making
- No capacity for language

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- Why
- How
- What

Limbic Brain
Neocortex

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"People don't buy what you do, they buy why you do it."

- Simon Sinek
The Golden Circle

CLARITY OF WHY
DISCIPLINE OF HOW
CONSISTENCY OF WHAT
History of Tech Activities Board

• Founded in 1953 as the University Center Programming Board (UCP)

• In 2006 the name was changed to Tech Activities Board (TAB)

• Mission has stayed the same though, to provide opportunities for Texas Tech Students to learn, grow, and have fun
  • Traditions= Arbor Day, Homecoming, RaiderGate, Raider Welcome, and Raider City Limits
TAB Today

• TAB consists of seven different committees
  • Concerts
  • Daytime
  • Films
  • Homecoming
  • Night Life
  • Outreach
  • Special Programs
TAB’s Mission Statement

The Tech Activities Board is a group of student leaders dedicated to programming social, diverse, traditional, community outreach, and educational events to enhance each student’s individual experience at Texas Tech University.
TAB Values

• Their image and reputation for producing quality events
• The talents and gifts of all committee members
• The ability to develop leaders and enhance individual skills
• The diversity and ideas of all members of the Texas Tech community
Image and Reputation
The Talents and Gifts of All Members

• TAB’s membership
  1 President
  2 Vice Presidents
  7 Coordinators
  Over 40 general members

• Everyone is required to do office hours

• Learning Culture
Developing Leaders
Enhancing Skills

• Opportunities for growth

• Open to anyone who meets our qualifications

• Skill sets they can use in the future
The Diversity and Ideas of All Members of the Texas Tech Community

• We listen to the Tech community through surveys and evaluations

• Looking for new fresh ideas
Discussion Questions

• What is your organization’s mission?
  • Why do organizations have mission statements?
• How do you hold your members accountable?
  • Is there a buy in system?
  • Do you communicate your “why” to the group? (Be mindful)
• What problems can arise when there isn’t a clearly understood mission?
• What areas does your organization need to improve on?