

What's Your "Why?"

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=IPYeClXpxw>

The 9 Whys, Dr. Gary Sanchez, Albuquerque, NM
<http://whyinstitute.com/>

1. **Contribute:** To contribute to a greater cause, make a difference, add value or have an impact
2. **Trust:** To create relationships based on trust
3. **Make Sense:** To make sense out of things, especially if complex or complicated
4. **Better Way:** To find a better way and share it
5. **Right Way:** To do things the right way
6. **Challenge:** To think differently and challenge the status quo
7. **Master:** To seek mastery and understanding
8. **Clarify:** To clarify or create clarity
9. **Simplify:** To simplify