BE PURPOSEFUL ABOUT ORGANIZATIONAL, PROGRAMMATIC, & PERSONAL CHANGE: START WITH YOUR WHY

Lately we’ve heard a lot about Simon Sinek’s 2011 *Start with Why* book and TED Talk. Within the past few weeks we’ve learned that it inspired one NSPA member to start a scholar alumni association, and another to pivot to timely and responsive scholar supports during the Covid-19 pandemic.

The title itself is a great reminder to all of us to always return back to the reason why we do what we do - which can be especially important during crises like those we’re currently facing.

If your organization or program--or you personally--are considering change, or want affirmation that you’re making the greatest impact possible, take a page from Sinek and other NSPA members and dig into your Why? Whether it’s reacting to students’ rapidly changing needs, or addressing equity at your institution, or something else entirely, check out Sinek’s work (or the work of those inspired by him) for increased success.

Simon Sinek book: *Start with Why*

Simon Sinek TED Talk: *Start with Why: How Great Leaders Inspire Action*

Simon Sinek YouTube video: *Pivot with Why*

A few important questions to encourage thinking about your Why?

- What’s your vision for the future?
- How would you describe that vision to others?
- What’s the delta between where you’re at now and where you want to be?
- What’s your group’s--and/or your individual--role in making that change happen?

Want to think even more about your Why? John Fulwider, inspired by Sinek, wrote a great article, *Start with Why Before Stating Your Nonprofit’s Mission*, with plenty of additional thought-provoking questions for you and those with whom you work.