What’s Your “Why?”

How Great Leaders Inspire Action, Simon Sinek, (18:34)
https://www.youtube.com/watch?v=qp0H1F3Sfl4

Start With Why, TED Talk Short Edited, Simon Sinek (5:00)
https://www.youtube.com/watch?v=IPYeCltXpxw

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