

Part 3: Starting Withy Why: Value-Based Service and Leadership



“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe” – Simon Sinek

Start with Why and the Golden Circle

- For You as a Person
- For You as a Professional
- For You as a Leader
- For Team Development
- For Conflict Resolution
- For Strategic Planning

The Golden Circle

WHAT

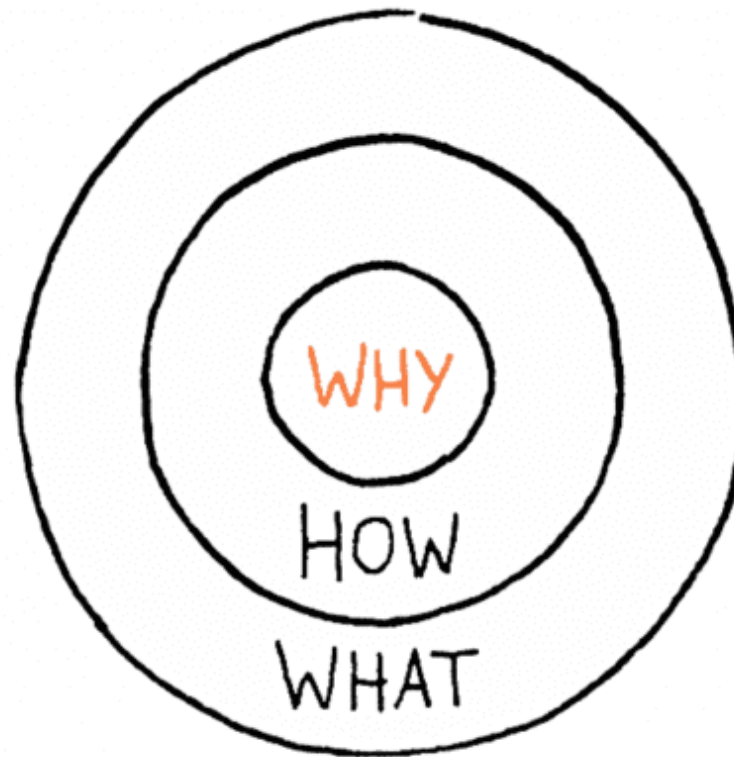
Every organization on the planet knows WHAT they do. These are products they sell or the services

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.



Finding Your Why

- <https://www.youtube.com/watch?v=2Ss78LfY3nE>

The inspired leaders and the inspired organizations
all think, act and communicate from the inside



0:34 / 2:50

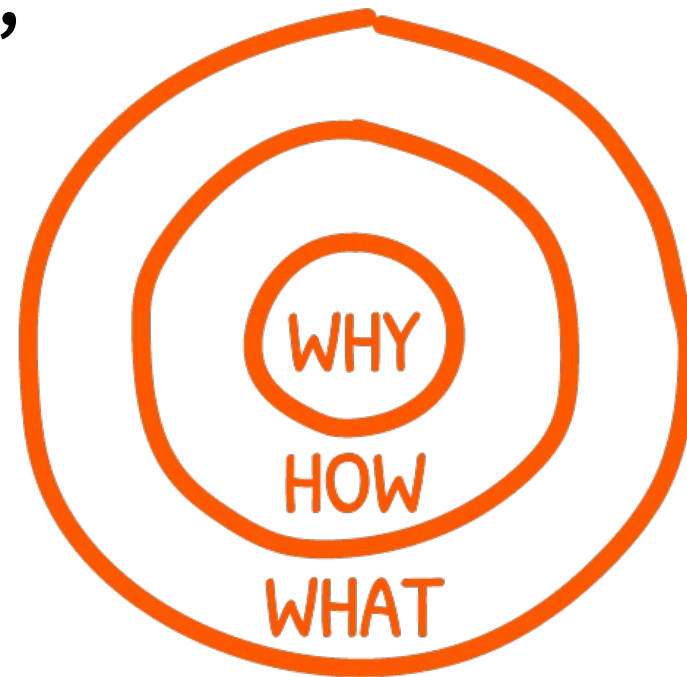


Revolutionary



An Example of 'Why'

- Why: We help people live a good life of their choosing.
- How: We support people through use best practices, evidence-based frameworks and certified professional staff.
- What: We provide residential, day and vocational services to people with I/DD.



Case Study – Starting with ‘What’ vs. ‘Why’

Blockbuster

- *What*: Rent movies.
- *How*: Late fees, brick-and-mortar stores.
- *Why*: (Lost in the shuffle).

Netflix

- *Why*: Entertainment should be accessible, personalized, and easy.
- *How*: Subscription, no late fees, recommendations.
- *What*: Streaming platform.



- What examples can you think of?
- Are there any brands or companies that you are loyal to?



Nintendo

- Nintendo's mission is to “put smiles on the faces of everyone we touch. We do so by creating new surprises for people across the world to enjoy together.”

Try One For Your Agency

- Your Why- Your reason/mission/purpose/belief.
 - Your How- What is the 'special sauce' of your agency that sets you apart?
 - Your What- What services do you provide?
-
- Why do you think Start with Why or the Golden Circle is/could be important for DD service agencies?

“When you compete against everyone else, no one wants to help you. But when you compete against yourself, everyone wants to help you.”

“Instead of asking, “WHAT should we do to compete?” the questions must be asked, “WHY did we start doing WHAT we’re doing in the first place, and WHAT can we do to bring our cause to life considering all the technologies and market opportunities available today?”

The Key Ingredients

The Clarity of Why

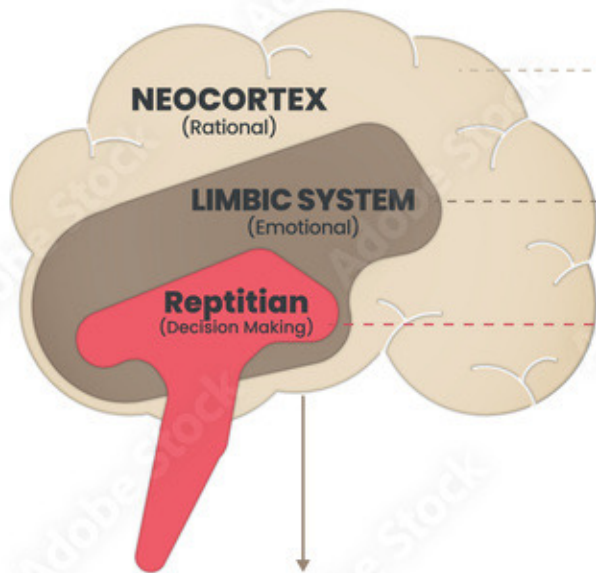
The Discipline of How

The Consistency of
What

THE GOLDEN CIRCLE AND THE BRAIN

Simon Sinek

Human Brain



Passion (Inside-out)

Start with WHY

OUTCOMES

Results or tangible Manifestation of our Why,
What you want to achieve

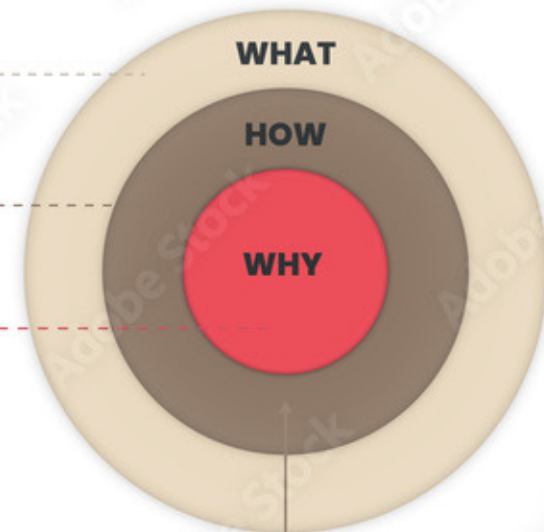
PROCESS

Action we take, what you do, Habits,
System, Routine

IDENTITY

Intrinsic Motivation, Wordview, Belives, Purpose, Cause,
Self-Image who you wish to become, why you do it,
Driving force behind everything we do

Golden Circle



Policing (Outside-in)

The Golden Circle: Biology of Decision-Making

- **Limbic Brain:** Controls feelings, decision-making, trust, and loyalty.
- **Neocortex:** Handles logic, language, and data.
- People *buy with emotion* and justify with logic and that's why starting with *Why* connects more deeply.

At the end of the day people
won't remember what you said
or did, they will remember how
you made them feel.

- Maya Angelou

Inspiration vs Manipulation

- “There are only two ways to influence human behavior: you can manipulate it or you can inspire it.”
- “Working hard for something we do not care about is called stress, working hard for something we love is called passion.”

Inspiration vs. Manipulation

Manipulation

- Discounts, fear, peer pressure
- Creates short-term compliance
- Leads to stress and disengagement

Inspiration

- Shared purpose and belief
- Creates loyalty and passion
- Sustains long-term action
- “Working hard for something we do not care about is called stress. Working hard for something we love is called passion.”

- **Behavior Support and Communication**

- **Manipulation:**

“You need to calm down or you’ll lose your outing privileges.”

→ This uses **fear or control** to change behavior temporarily.

- **Inspiration:**

“I know this is frustrating. Let’s take a breath so we can figure out what’s really bothering you — I want to help you get back to feeling in control.”

→ This builds **trust, safety, and collaboration**, inspiring regulation rather than forcing it.

- **Relationships and Trust**

- **Manipulation:**

“I’m only trying to help you; don’t make me call your guardian.”

→ Uses **authority or guilt** to gain cooperation.

- **Inspiration:**

“I want you to have a voice in this decision — can we talk through your options together?”

→ Builds **mutual respect and partnership**, showing belief in the person’s capacity.

-

- When DSPs are inspired (rather than manipulated) by their employers — when they understand *why* their work matters — they're more likely to inspire the people they support in the same way.
- **Manipulation:** “You need to show up on time or you’ll lose your hours.”
- **Inspiration:** “People count on you — you make a real difference in their morning routine.”

Inspiration vs Manipulation

- <https://www.youtube.com/watch?v=veVuSBQlhBk>



For You as A Leader

- “Leadership requires two things: a vision of the world that does not yet exist and the ability to communicate it.”
- “A leader needs one thing; followers”

Leadership Lens

- “Being the leader” = a title or position.
- “Leading” = others follow you willingly because they believe in your cause.
- Leadership requires:
 - A vision of a world that does not yet exist.
 - The ability to communicate it clearly.



“Leading is not the same as being the leader. Being the leader means you hold the highest rank, either by earning it, good fortune or navigating internal politics. Leading, however, means that others willingly follow you—not because they have to, not because they are paid to, but because they want to.”



Finding Your Why

- <https://www.youtube.com/watch?v=tF7YLGpOoz8>
- “Your why is the thing you give to the world”
- <https://www.youtube.com/watch?v=1CuZyq6ckGE>





**When Things are
Tough...Remember
your “Why”**

What is your 'Why'?

- “I get up in the morning to...”
- “The world would be worse off without my work because...”
- “If I stopped doing this tomorrow, what impact would be lost?”

Who do you want to be?

Caregiver?

Coach?

Mentor?

Advocate?

Connector?

Listener?

Teacher?

Enabler?

Healer?

Create Welcome-The Art of Hostship



0:00 / 8:49

