

Credit to Simon Sinek: <https://www.ted.com/speakers/simon_sinek>
<http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en>
<https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe>

Martin Luther King, Jr. said, “I have a dream,” not I have a plan.

**What happens if I start with something (a program, an initiative, an approach)?**

**What?**

**How?**

**Why?**

**What happens if I start with the Why? Because we…**

**Why are you a School Counselor?**

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**People don’t buy what you do, they buy why you do it**

**People do what they believe.**

**What you do is simply proof of what you believe.**

**Everyone knows what they do.**

**Some know how they do it.**

**Very few people know why they do what they do? (purpose, call, belief, why does this role, this purpose exist)**

**We typically communicate from the outside in. Inspirational people act from the inside out.**

**Why? Everything we do is because we believe children…**

**How? We invest ourselves in things/approaches/small groups, etc.**

**What? The particulars**