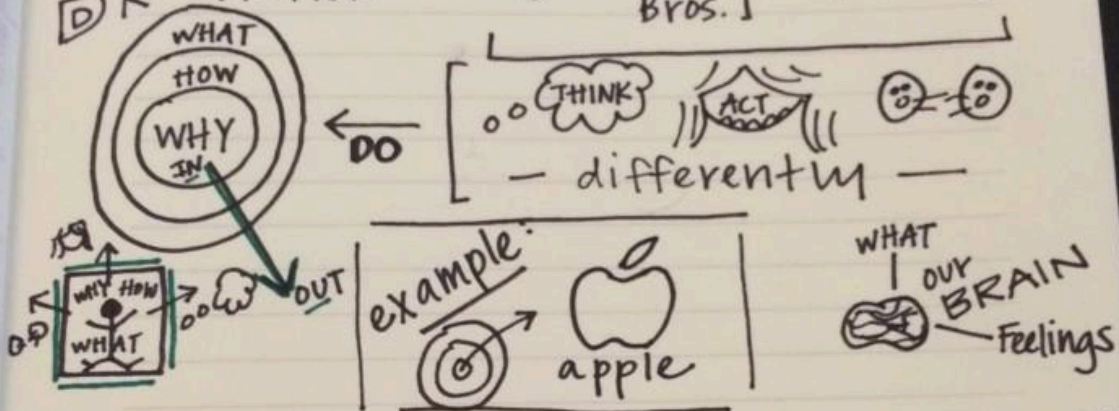


# Faculty Workday

October 14, 2014

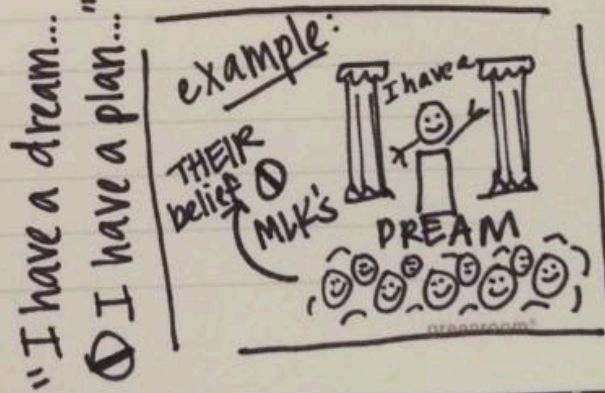
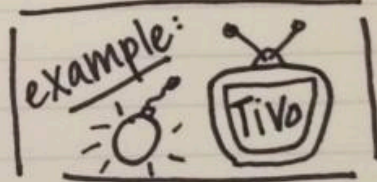
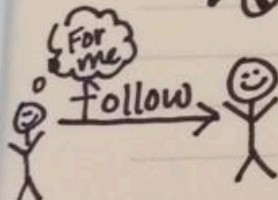
**T E L D K**  
 T. How great  
 A. leaders  
 L. inspire  
 D K ACTION

**WHY** ?  
 - MLK  
 - Apple  
 - Wright Bros.  
**WHAT** are they doing?



**GOAL:** ☺ ☺  
 WE believe!  
 ↳ ☹ \$ and □ □

**BUY** → ☹ \$ what you do, but **WHY** you DO it!  
 out of belief

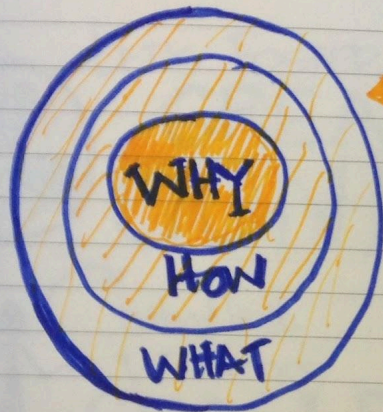


@ SIMON SINEK  
~ HOW GREAT LEADERS INSPIRE ACTION

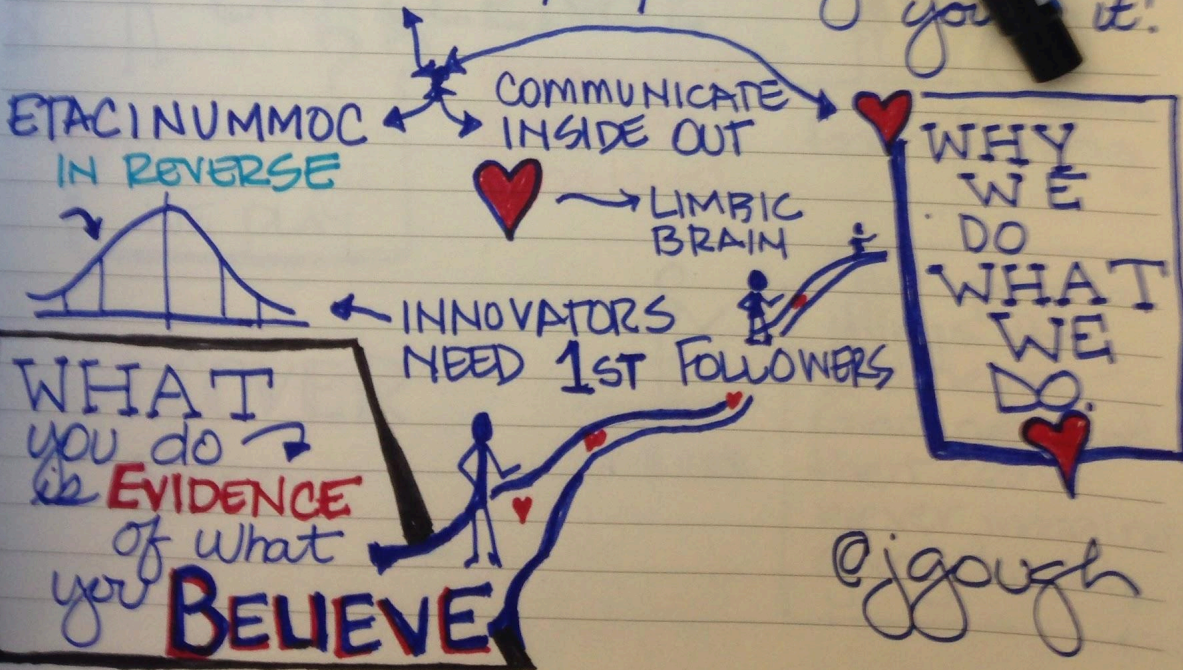
**WHY** SOME NOT  
OTHERS

→ Apple  
MLK  
WRIGHT BROS

COMMUNICATE **GOLDEN CIRCLE**



WHY  
PURPOSE  
WE BELIEVE  
people buy what you believe in!



# Garden

Thinking of  
New ways to  
grow food

ideas

pollinating

in my

# Apartment

sharing

Britta Riley

T.E.D. Talks



Window  
Gardens

**RNDIY**  
research  
development  
innovation