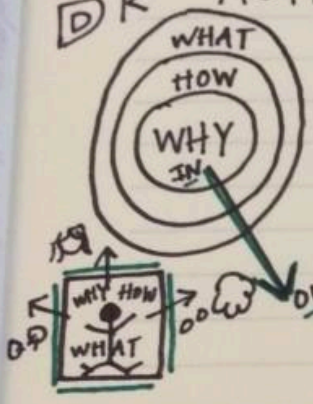
Faculty Workday

October 14, 2014

TED TALK
- How great leaders inspire ACTION

WHY
- MLK
- Apple
- Wright Bros.

WHAT are they doing?



DO

THINK — ACT — different**ly**

example: apple

WHAT | OUR BRAIN | Feelings

GOAL: WE believe!
- $ and

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

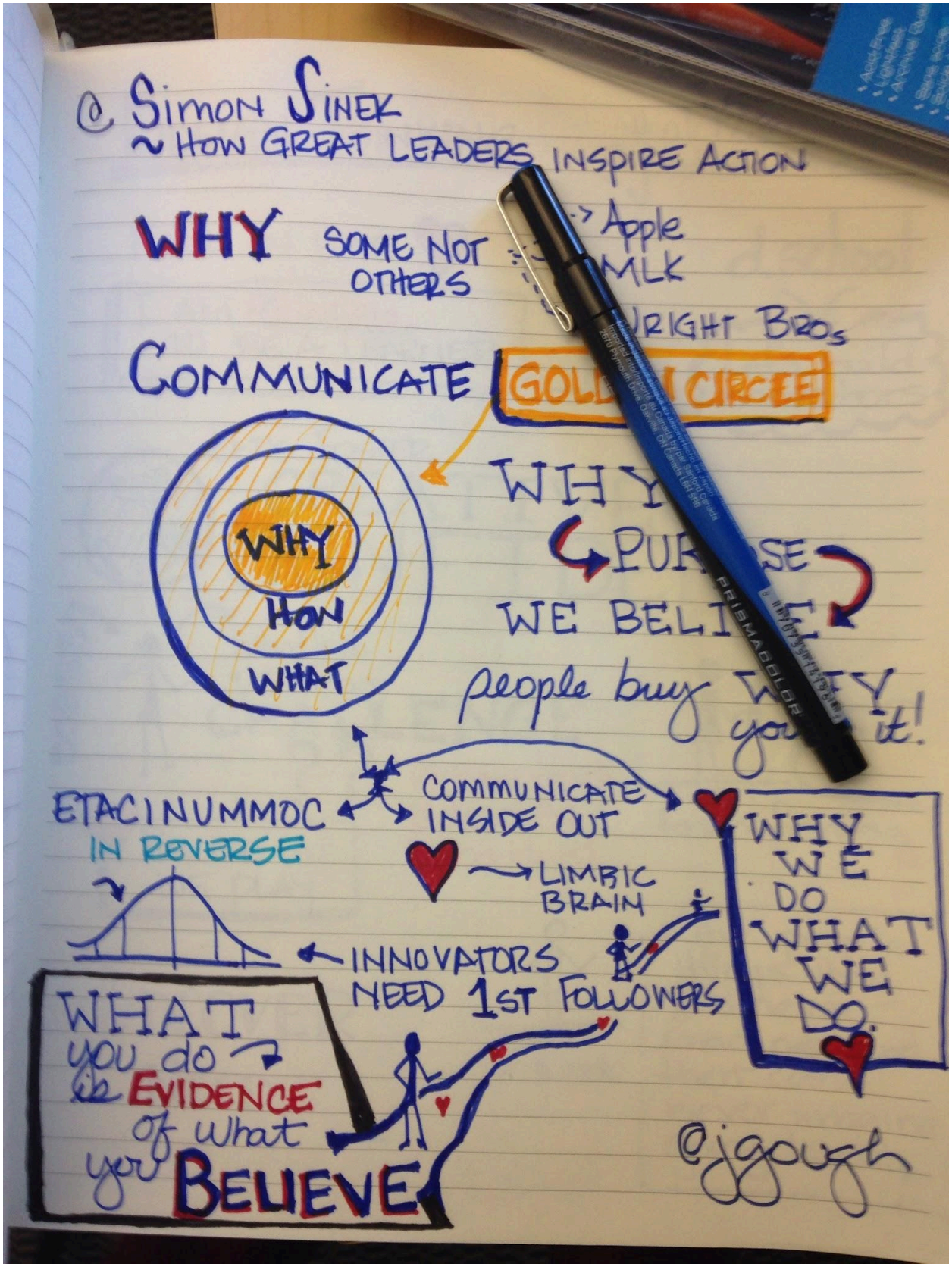


example: TiVo

"I have a dream..."
- I have a plan..."

example:
THEIR belief
- MLK's DREAM




@ Simon Sinek
~ How Great Leaders Inspire Action
WHY
Some Not Others
-> Apple
MLK
Wright Bros
COMMUNICATE
GOLDEN CIRCLE
WHY
How
WHAT
WHY
PURPOSE
WE BELIEVE
people buy WHY you do it!
COMMUNICATE INSIDE OUT
ETACINUMMOC
IN REVERSE
LIMBIC BRAIN
INNOVATORS NEED 1ST FOLLOWERS
WHY WE DO WHAT WE DO.
WHAT you do is EVIDENCE of What you BELIEVE
@jgough


Garden
in my
Apartment
ideas
pollinating
spreading
sharing
Thinking of
New ways to
grow food
Have you tried this?
Let me share this idea!
What doesn't work?
What Works?
Britta Riley
T.E.D. Talks
Window
Gardens
R N D I Y
research
develop
+ nurse it