

Innovation Framework

Your Why

Description:

As Simon Sinek points out in his book "Start with Why", the difference between the Apple's of the world and everyone else is that great organizations (and successful leaders of course) start out with their WHY. It is only after understanding your WHY on a deep level that you can truly dive into your HOW and WHAT.

Your WHY is the core belief of your organization. It's why it exists in the first place. The HOW is how the organization fulfills that core belief. And the WHAT is the what the organization does to fulfill that core belief. If you don't get the WHY right and stick to it, you'll likely get off track on the HOW and the WHAT over the short or long-term.

Of critical importance is that your WHY lines up with the WHY of your constituents. This is why spending a majority of your time working to understand the WHY of your constituents through both through deep primary and secondary research is indispensable and should always be revisited.

Framework Guide:

As with all frameworks, this can be used within your team and/or as an exercise with your constituents. To begin with, figuring out your WHY is an iterative process. You likely won't get it "right" the first try. And you may end up combining some thinking along the way. As well, your WHY statement should pass 4 tests. It should be:

- Simple and clear
- Actionable
- Focused on how you'll contribute to others and
- Be expressed in affirmative language that resonates with you

A helpful construct to use is -

"To (your contribution) so that (impact of your contribution).

Using the worksheet provided, **first** quickly note down 5 potential WHY's. What comes to mind and resonates with your heart? Now reflect on these. **Next**, try to consolidate your thinking and note down 3 new WHY statements. **Finally**, reflect again, think about the 4 tests above and try to come up with your final WHY statement.

Upon finishing, talk to your team members, think about your constituents, think about your current HOW and WHAT. Is there alignment? If not, find the areas of misalignment and get to work.

Your Why

| First Iteration | | |
|------------------|---------|--|
| | so that | |
| | so that | |
| | so that | |
| | so that | |
| | so that | |
| Second Iteration | | |
| | so that | |
| | so that | |
| | so that | |
| Your Why | | |
| | so that | |