Discovering the...WHY?

Presented by:
Ryan Christie and Arturo Ramirez
Ryan’s WHY
Arturo’s WHY

The two most important days in your life are the day you are born and the day you find out why.

Mark Twain
Is this you? If not, why?

People work better when they know what the goal is and why. It is important that people look forward to coming to work in the morning and enjoy working.

Elon Musk
Discovering the ‘Why’

- What motivates you, gives you satisfaction, sense of accomplishment?

- Is it a constant, has it always been there?

- Can you trace it to your childhood, a moment in time?

- How does it make you feel?
  - Connected, self-worth, legacy
Let’s take a systematic approach
Good to Great
The Hedgehog Concept
The Hedgehog Concept

What are you deeply **passionate about**

What you can **be the best in the world at**

What drives your **economic engine**
What is Illinois State deeply passionate about?

“We devote all of our resources and energies to creating the most supportive and productive community possible to serve the citizens of Illinois and beyond”

- Educating Illinois Mission
What can Illinois State be the best at in the world?

Big school resources

Small school feel
What can Illinois State be the best at in the world?

THINK GLOBALLY, ACT LOCALLY, PANIC INTERNALLY
What drives Illinois State’s resource engine?

Time

“How well you attract people willing to contribute their efforts for free, or at rates below what their talents would yield in business”
What drives Illinois State’s resource engine?

Money

“Sustained cash flow”
What drives Illinois State’s resource engine?

Brand

“How well your organization can cultivate a deep well of emotional goodwill and mind-share of potential supporters”
The Litmus Test

“How effectively do we deliver on our mission and make a distinctive impact, relative to our resources?”
We have our why, now what?
Who then what

FIRST WHO THEN WHAT

PEOPLE BEFORE STRATEGY
Get the right people first and then set the right strategy
Yo! Lemme get a job!
Get the right people on the bus
“Bureaucratic cultures arise to compensate for incompetence and lack of discipline, which arise from having the wrong people on the bus in the first place. If you get the right people on the bus, and the wrong people off, you don’t need stultifying bureaucracy.”
Effectiveness and Efficiency
Dealing with limited resources
The Goal: Bottlenecks
Critical Chain: Planning
Shift in strategy

“Find the biggest problem, solve the problem, move on to the next biggest problem”
Find the WHY, then try this

Deciding what not to do is as important as deciding what to do.

Steve Jobs
Get started: Stop-doing list

Focus on the WHY!

Choices not aligned with the WHY could snowball into large problems

Always question WHY doing vs. WHAT are you doing

The Trick
ISN'T ADDING STUFF
IT'S TAKING AWAY

– Mark Zuckerberg, Facebook

STARTUP VITAMINS

ILLINOIS STATE UNIVERSITY
Illinois' first public university
Leadership at all levels

It is amazing what you can accomplish if you do not care who gets the credit.

Harry S. Truman

Illinois State University
Illinois' first public university
Align actions with your WHY

Leadership is not about titles, positions or flowcharts. It is about one life influencing another.

John C. Maxwell
Good luck

THANK YOU