

# Discovering the...WHY?

Presented by:

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# Ryan's WHY



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# 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

66 quote fancy



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# 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

quotezancy



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# Identifying your 'Why'

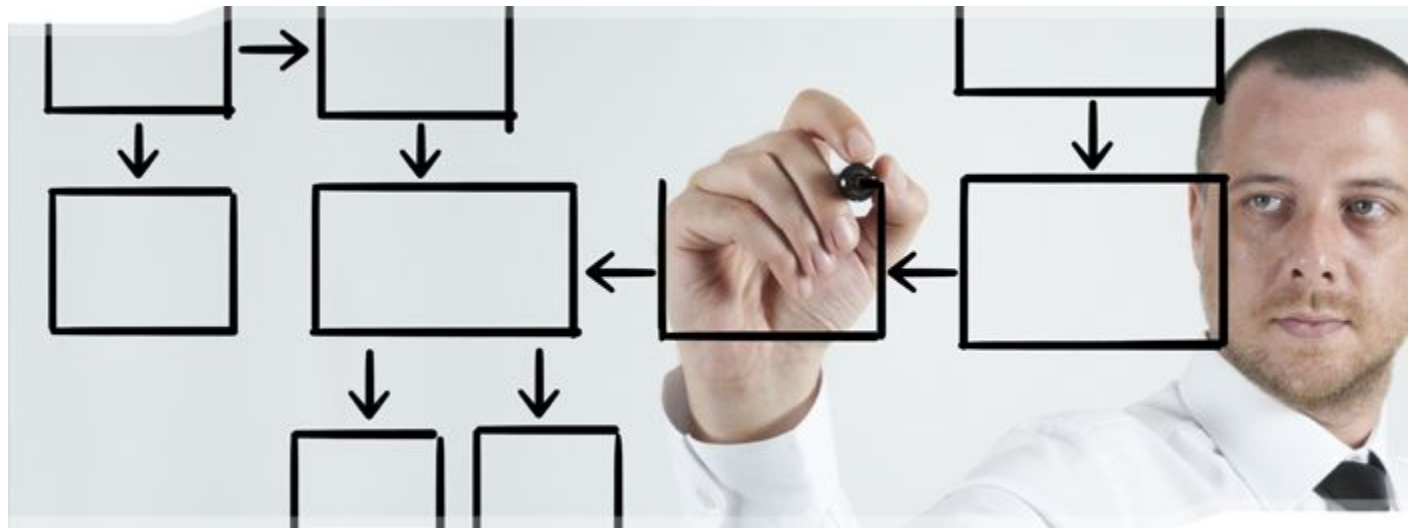
- What motivates you, gives you satisfaction, sense of accomplishment?
- Is it a constant, has it always been there?
- Can you trace it to your childhood, a moment in time?
- How does it make you feel?
  - Connected, self-worth, legacy



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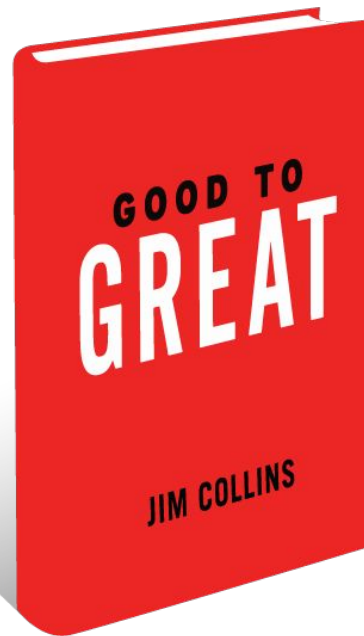
# Let's take a systematic approach



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# Good to Great

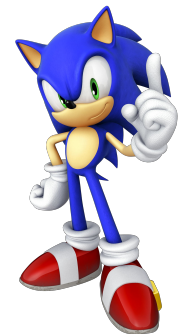


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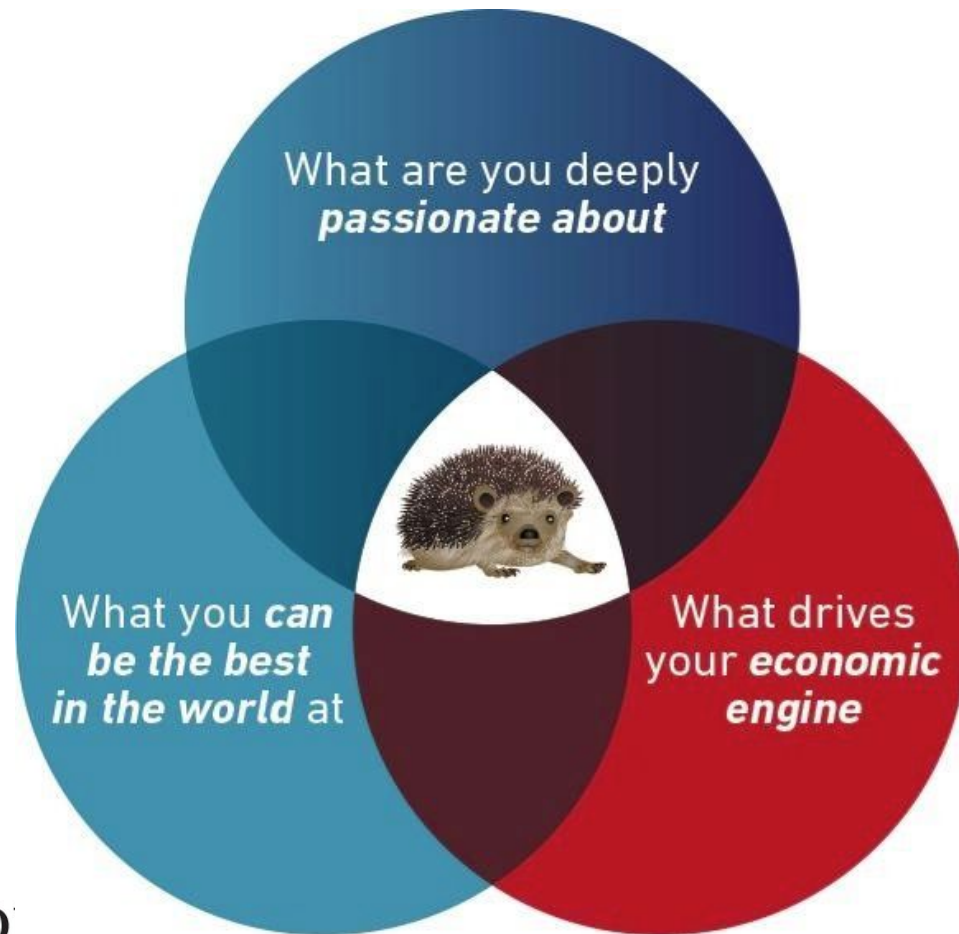
# The Hedgehog Concept



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# The Hedgehog Concept



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# 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



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# What can Illinois State be the best at in the world?



Big school resources

Small school feel



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# What can Illinois State be the best at in the world?



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# 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"*



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# What drives Illinois State's resource engine?

## Money

*"Sustained cash flow"*



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# 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"*



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# The Litmus Test

*“How effectively do we deliver on our mission and make a distinctive impact, relative to our resources?”*



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# We have our why, now what?



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# Who then what

**FIRST WHO  
THEN WHAT**



**PEOPLE BEFORE STRATEGY**

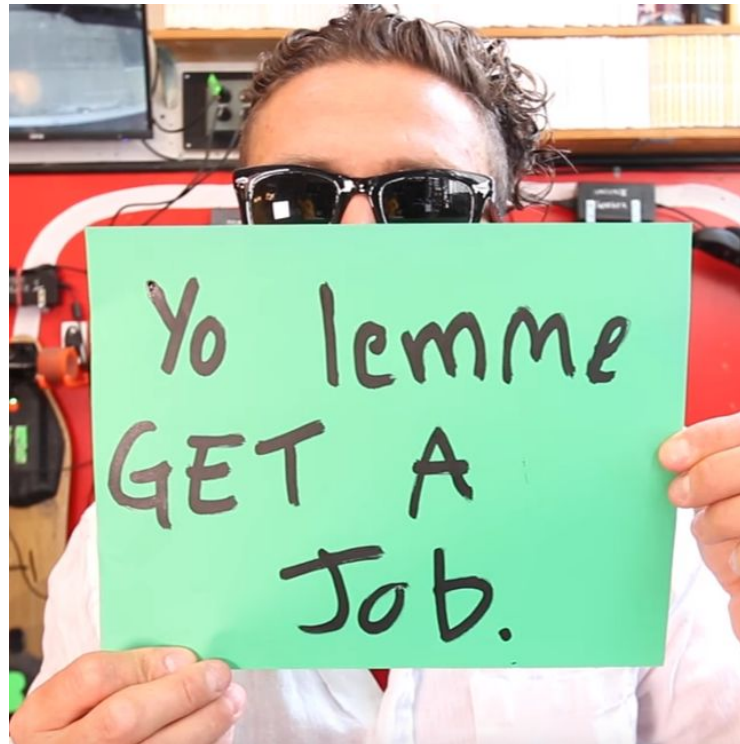
Get the right people first and  
then set the right strategy



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# Yo! Lemme get a job!



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# Get the right people on the bus



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*"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."*



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# EFFECTIVENESS AND EFFICIENCY

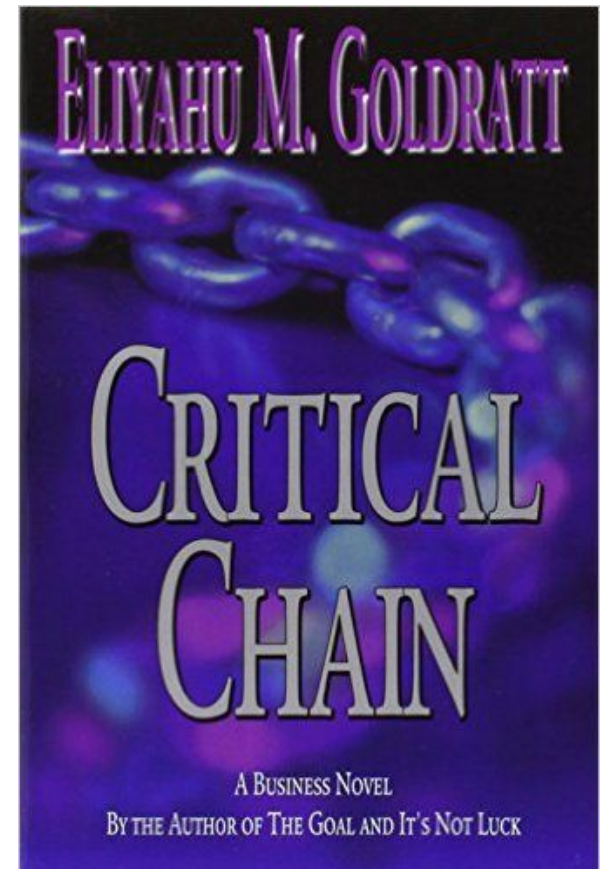
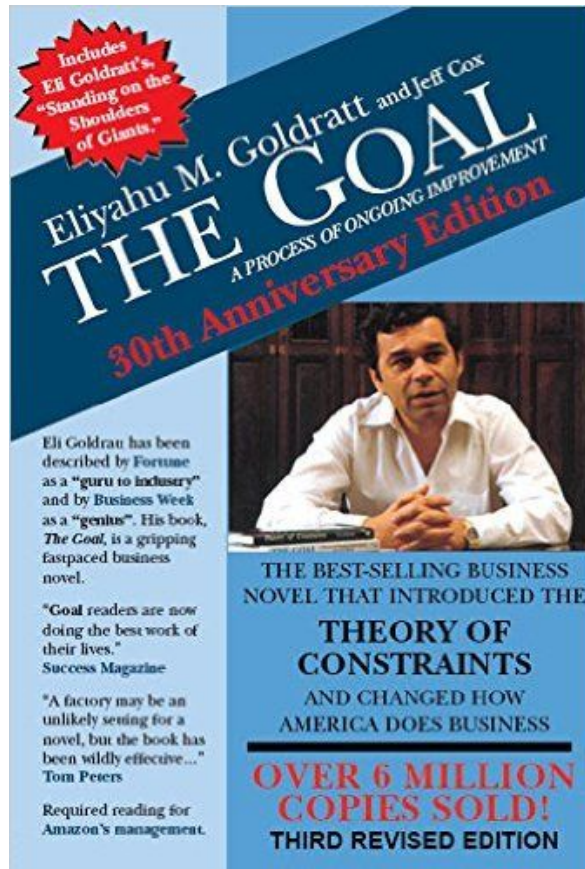


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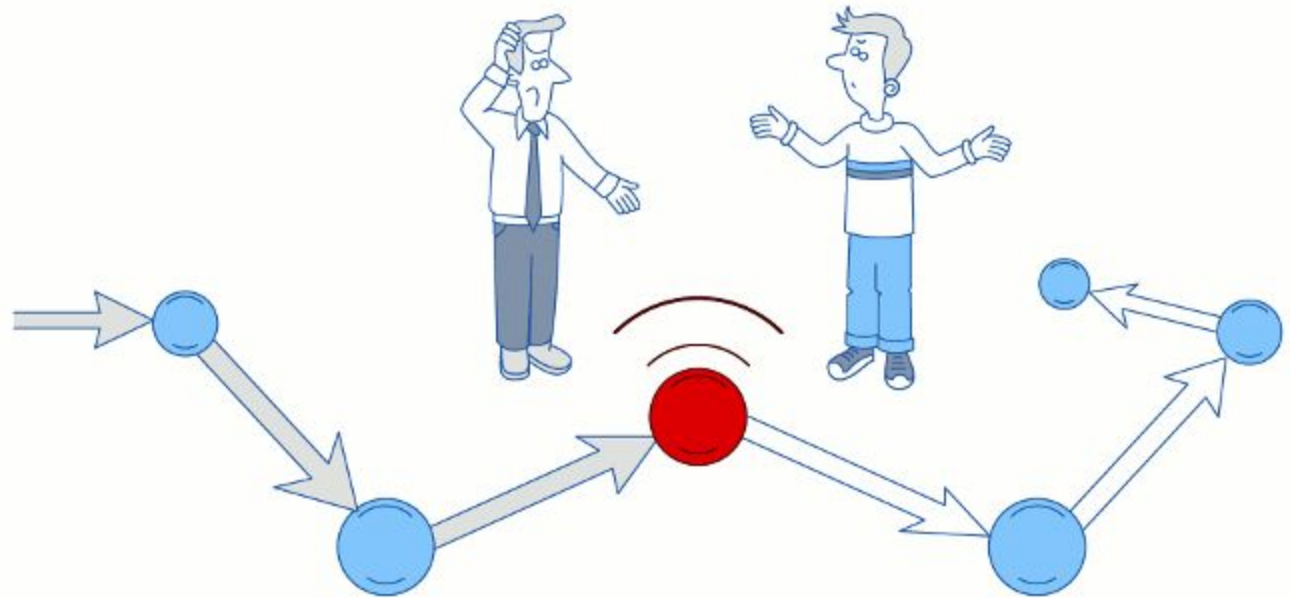
# Dealing with limited resources



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# The Goal: Bottlenecks



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# Critical Chain: Planning



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# Shift in strategy

*“Find the biggest problem, solve the problem, move on to the next biggest problem”*



**Shift**



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# Find the WHY, then try this

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

Steve Jobs

quote fancy



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# 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



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# Leadership at all levels



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

Harry S. Truman

quote fancy



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# Align actions with your WHY

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

John C. Maxwell

“quotezany”



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*Good luck*  
**THANK YOU**



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