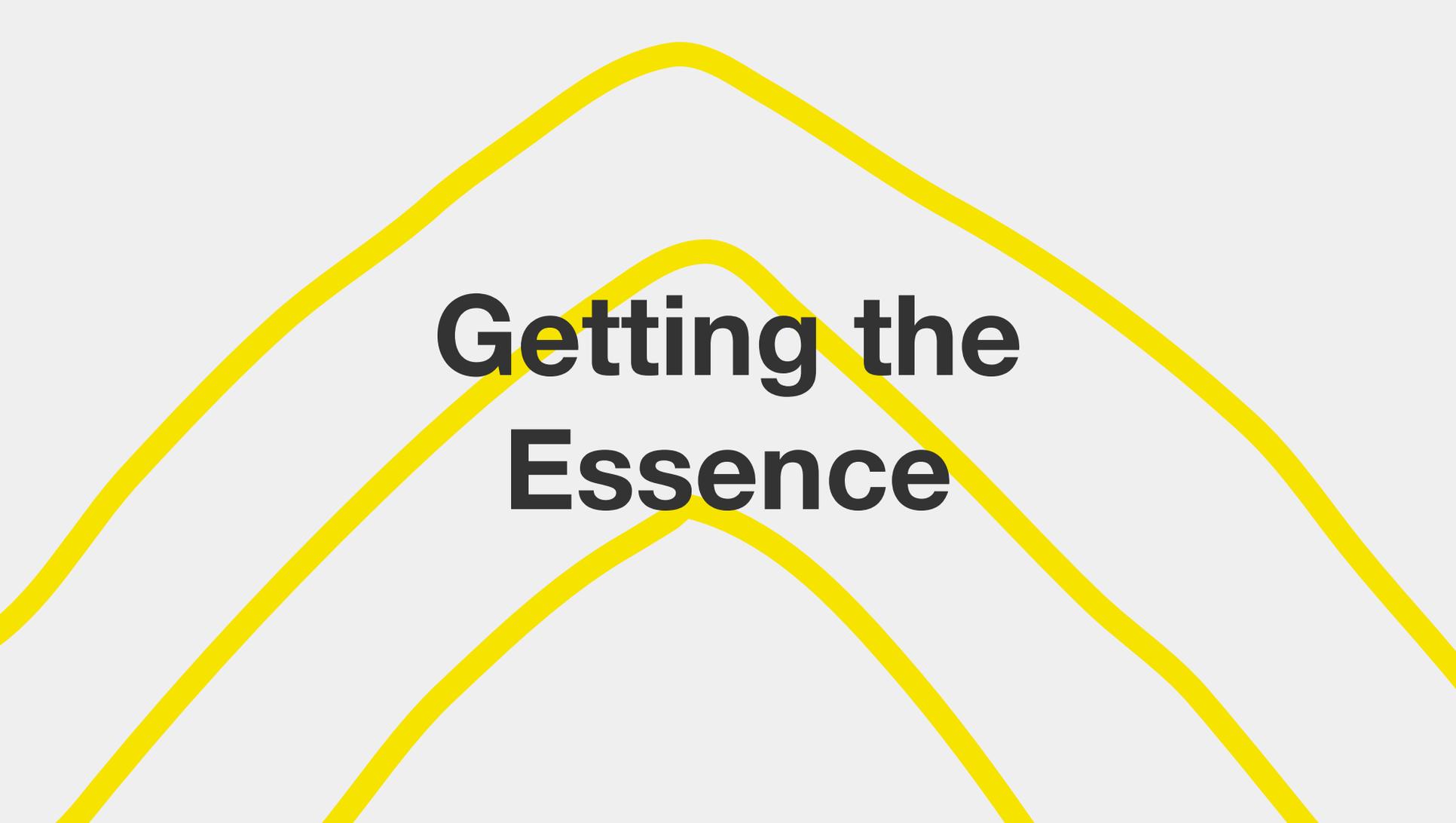
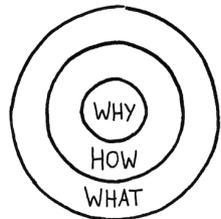




Tribe WHY Discovery



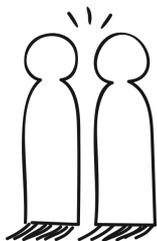
Getting the Essence



Introduction to the Golden Circle



Intro to the Process, Capturing Stories



Identify Contribution



Articulate Impact



Craft Your Why v1.0



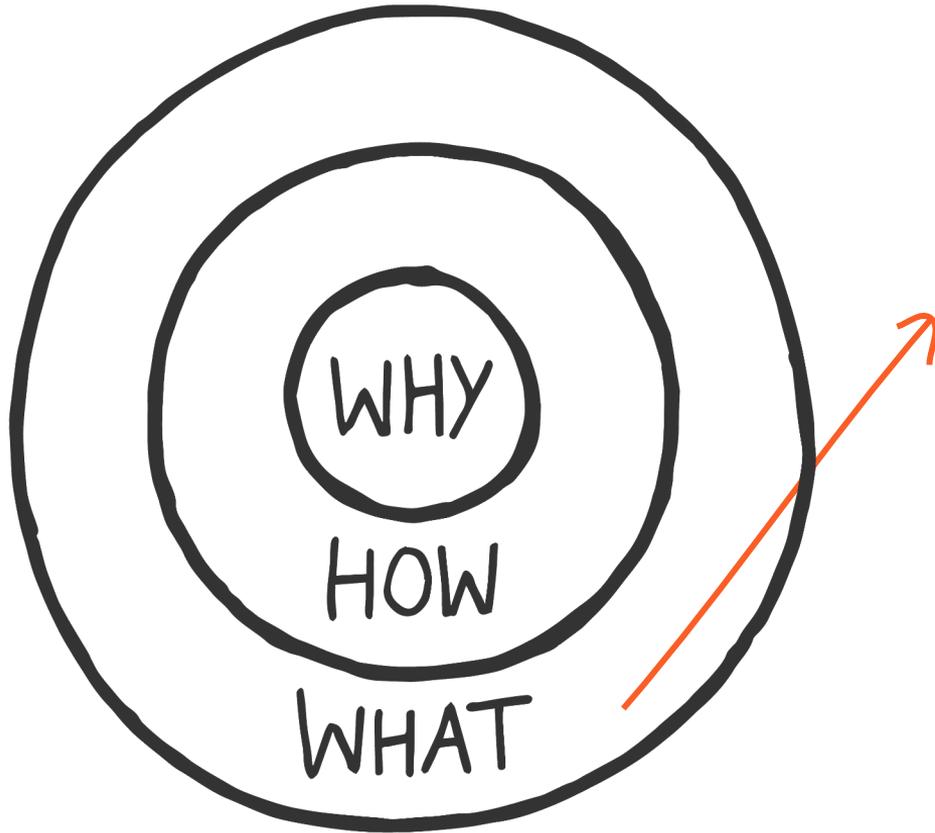
Taking This Back!



Break for the Day

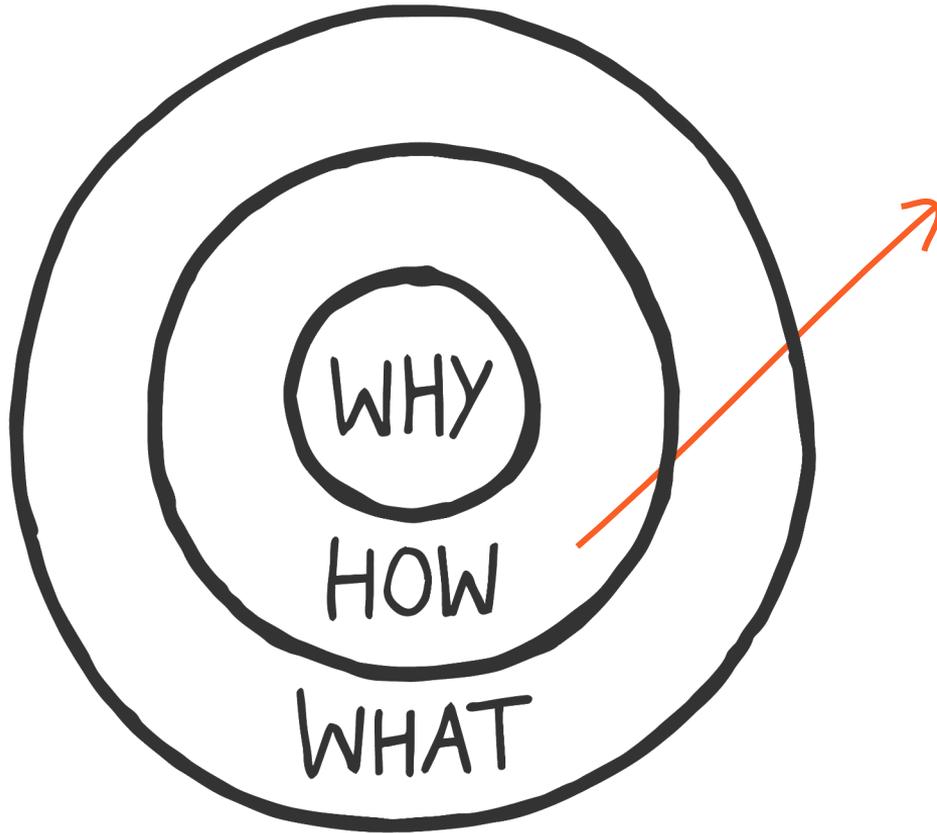
The Golden Circle





WHAT

The tangible things that you produce. Your church services, bible studies, charities, and so on.

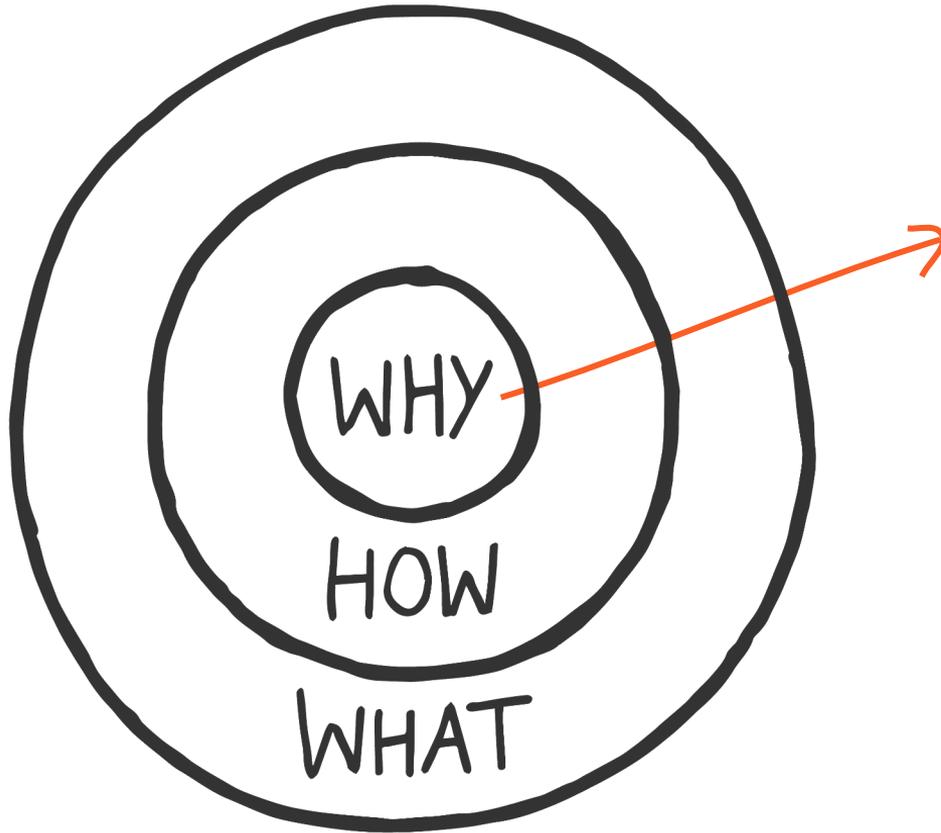


HOW

The things that set you apart from others who do about the same thing that you do

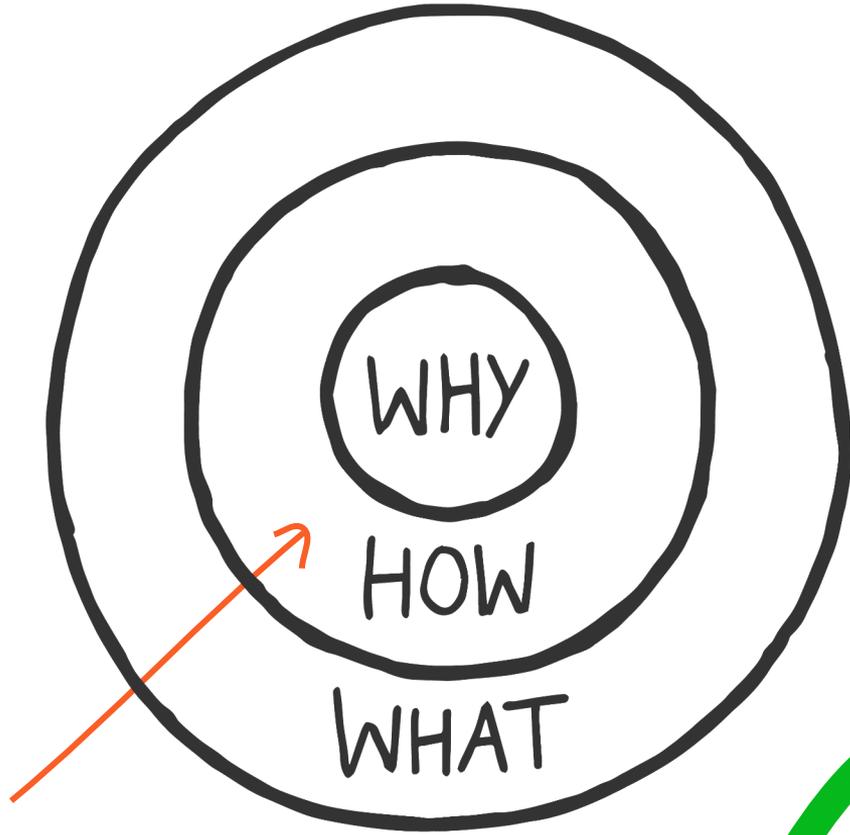
Your Values

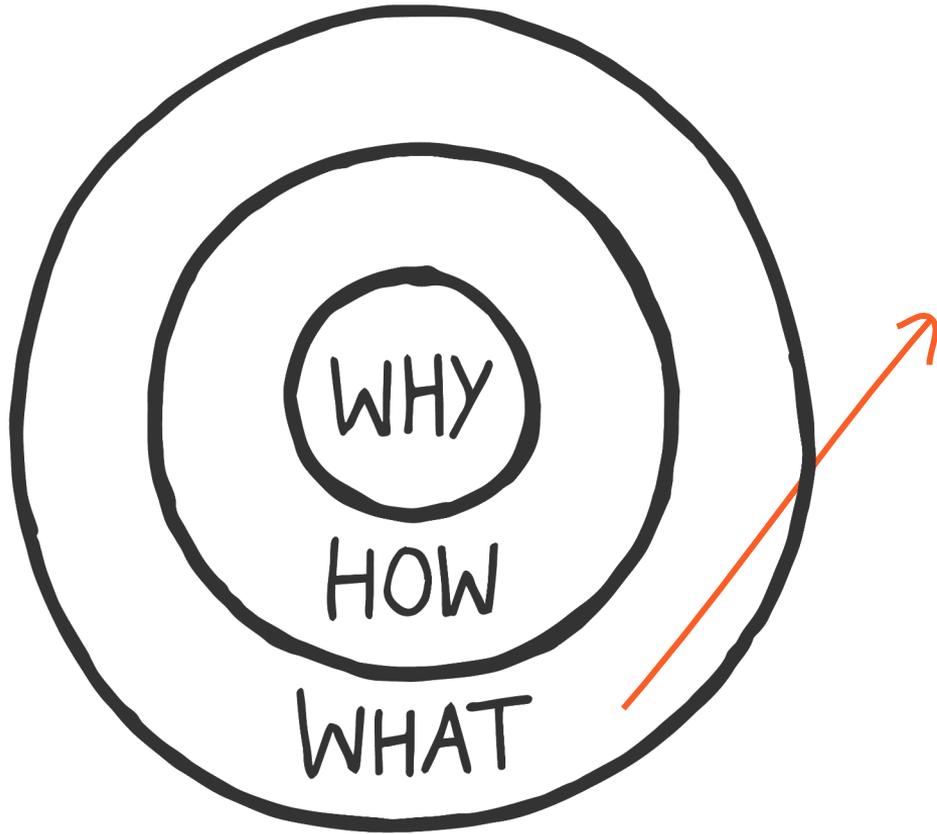
Code of conduct



WHY

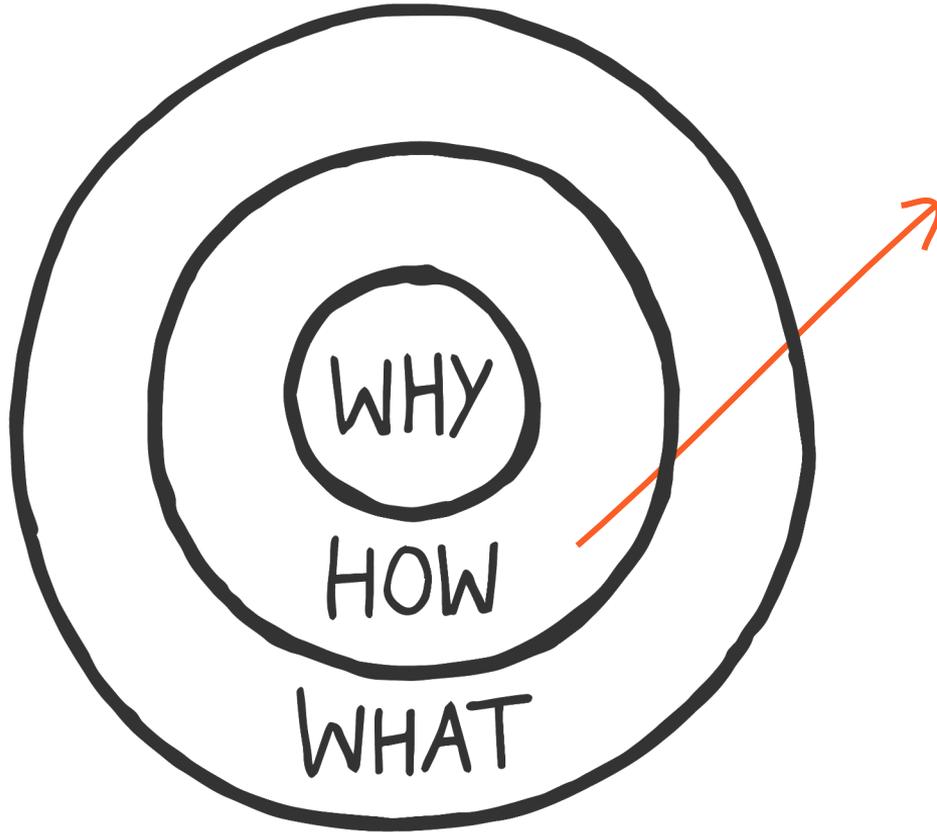
Your purpose,
cause, or belief





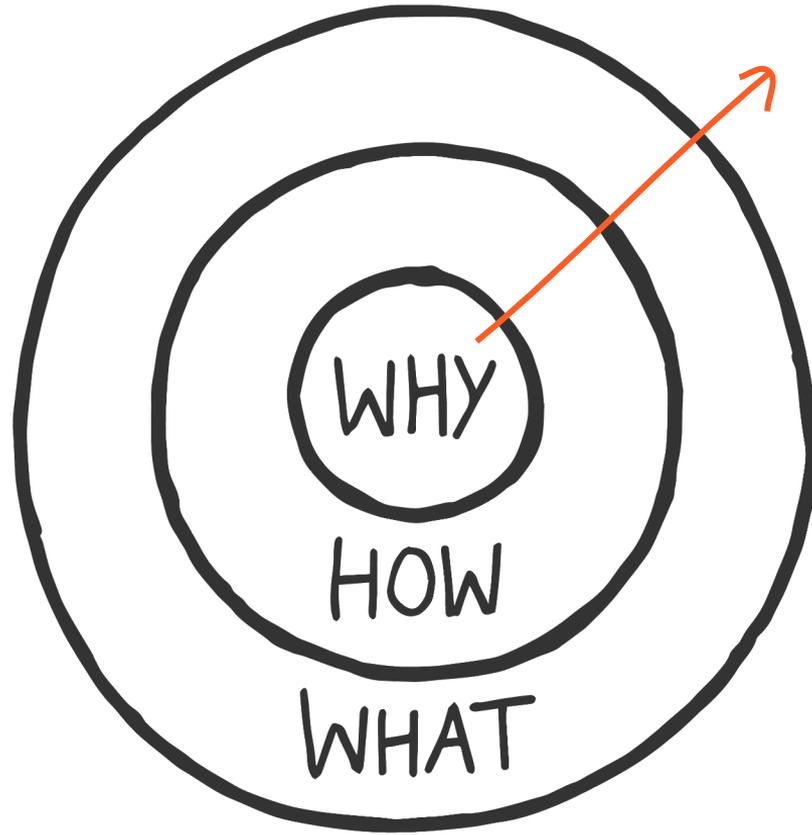
WHAT

We are an
Episcopal Church.



HOW

We distribute our authority, praise in a more modern way, and take an innovative approach to worship.





WHY

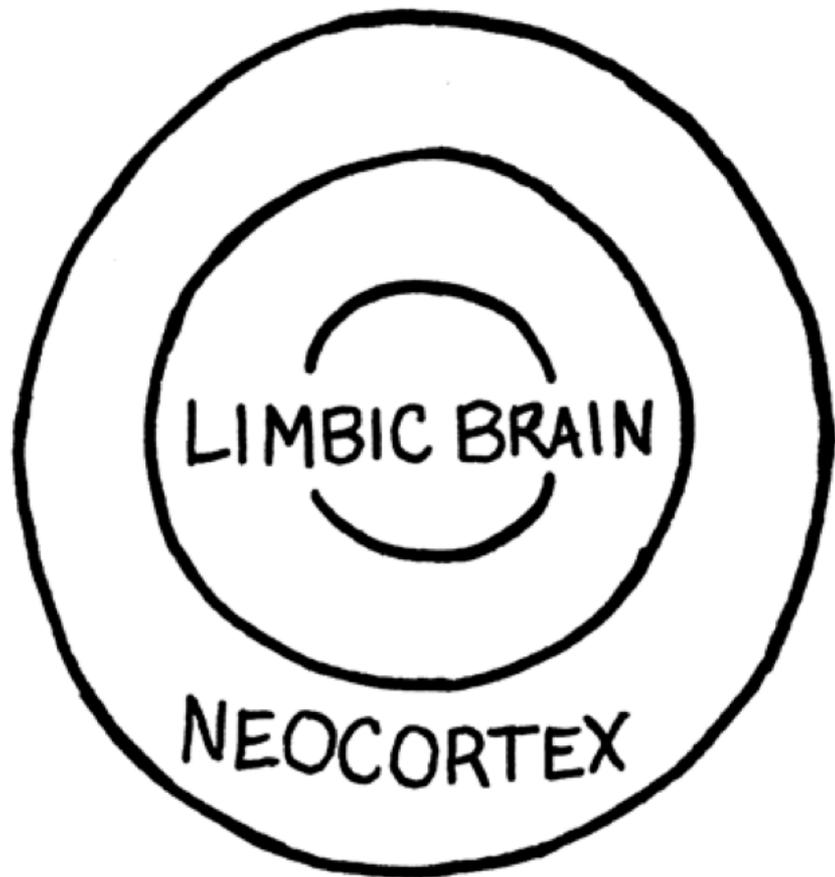
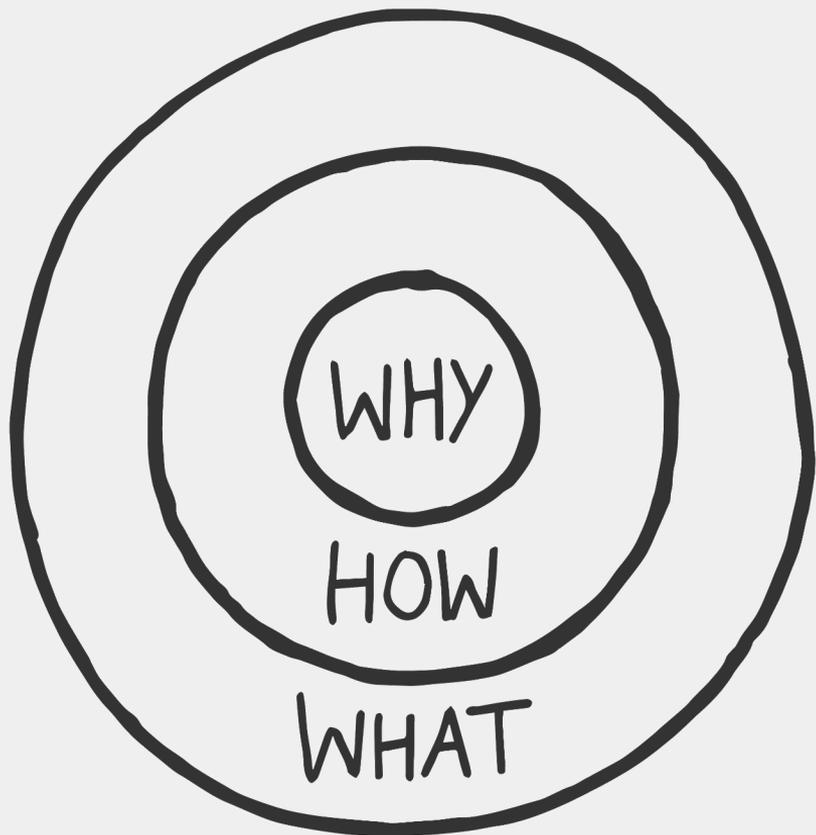
We create a safe space for people so that we can explore life's most important questions.

HOW

We distribute our authority, praise in a more modern way, and take an innovative approach to worship.

WHAT

We are an Episcopal Church.



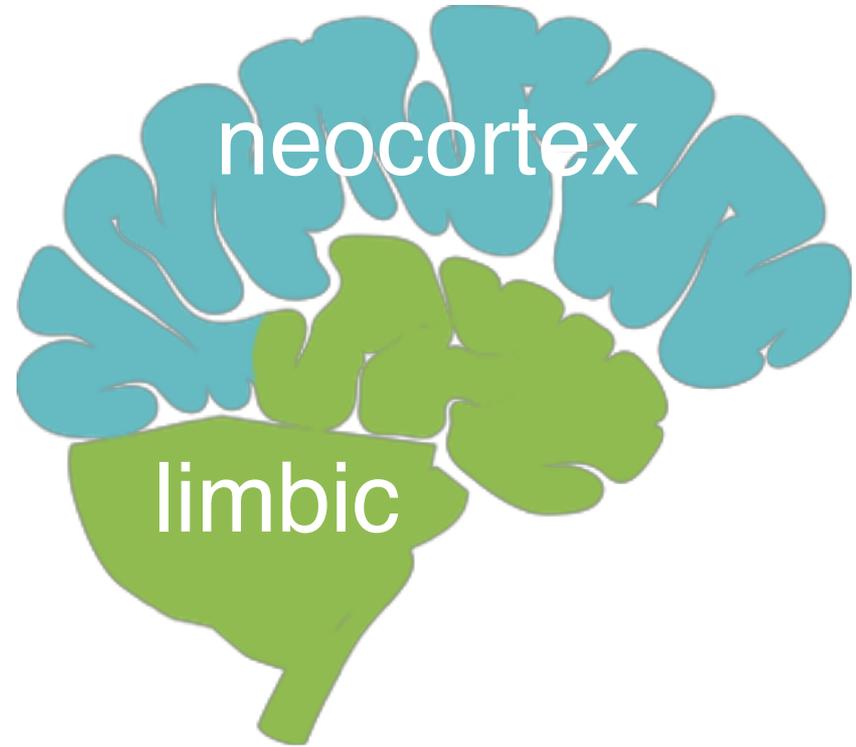
Neocortex

Responsible for all of our **rational and analytical** thought as well as spoken/written **language**.

Limbic Brain

Largely responsible for **feelings** like trust and loyalty.

One of the biggest factors in determining human **behavior** and **decision-making**, yet it has no capacity for language.



A man with dark hair and glasses, wearing a purple long-sleeved shirt, is sitting at a wooden table in what appears to be a cafe or office setting. He is looking slightly to his right with a gentle smile. The background shows dark wood paneling and a window with a view of a building. The text is overlaid on the left side of the image.

“

People don't buy
WHAT you do. They
buy **WHY** you do it.

Simon Sinek

”

Clarity of WHY

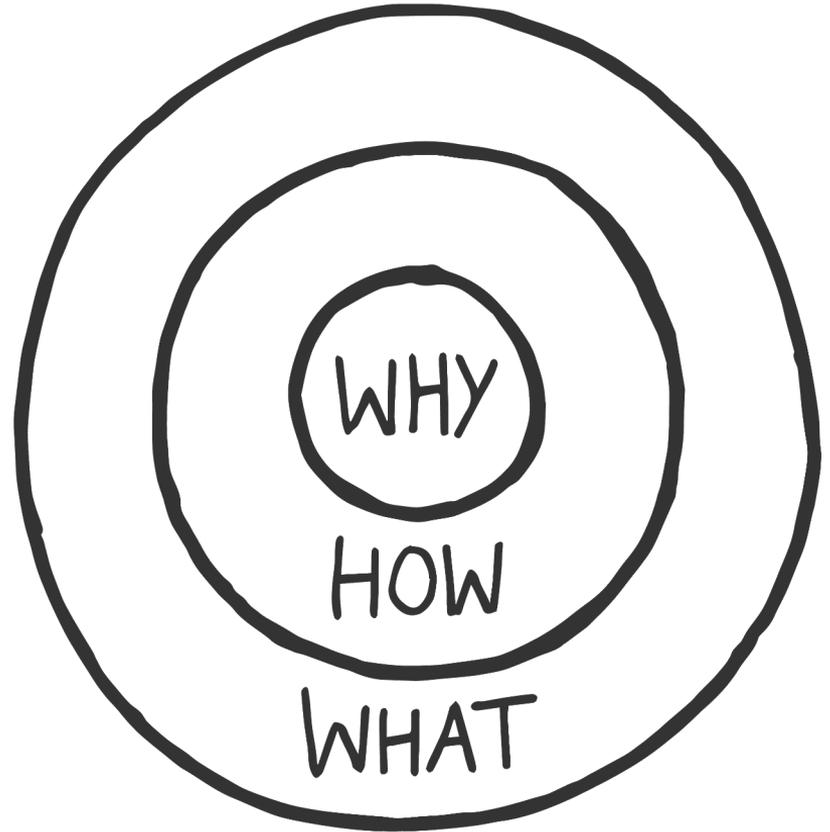
Articulate a clear vision of your purpose, cause, or belief that's rooted in reality.

Discipline of HOW

Set the **values and behaviors** that naturally put you in a place where you are at your best in pursuit of your WHY and **stick to them**.

Consistency of WHAT

Ensure that the tangible **outputs** you create, the **partnerships** you keep, and the things that you say are clearly connected to your **WHY**.



Questions?

The Human Reason

**Tell specific stories of when you
have felt most proud to be a
member of your congregation.**

This isn't about your ideals or values. It's about real-world examples of what you've given to the people around you. Tell stories that capture what your congregation stands for at its best.

**What's Your
Contribution?**

**In each of your stories, what
was the specific contribution
your church made in the lives of
those involved?**

Express it in the form of a basic verb/action phrase:

“to (verb).”

What's Your Impact?

**In each of your stories, what did
the contributions of your church
allow others to go on to do
or to be?**

*Think of how people's lives were different after they
interacted with your church when at its best.*

Draft Your Why Statement

**What makes an inspiring
Why Statement?**

Contribution

What you add/contribute to the lives of the people around you.

What's that gift that you are skilled at and inspired by giving?

Impact

The difference that you hope to make in the lives of the people around you by making that contribution.

What's the world you're trying to create by giving that gift?

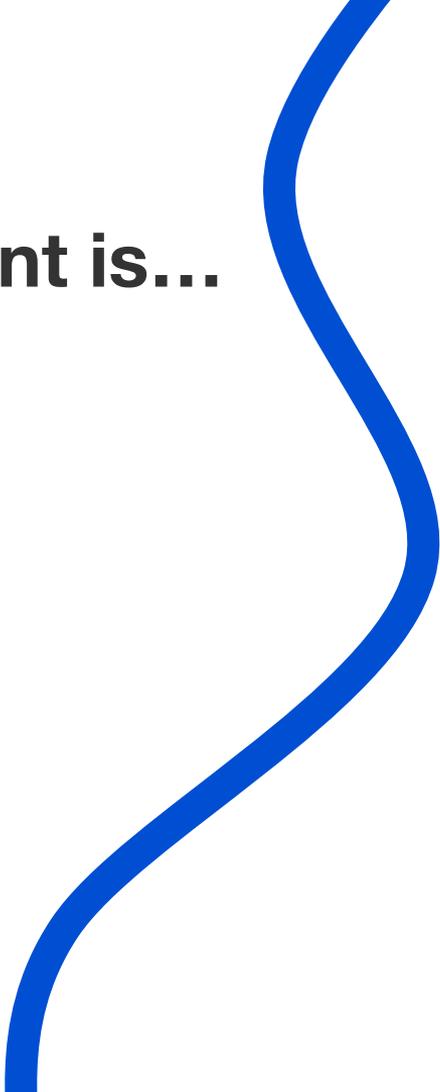
To contribution so that impact



To create safe spaces for people so that we can explore life's most important questions.



An inspiring Why Statement is...

- **Simple** and clear
 - Free of **WHATs**
 - In **service** of people
 - Stands **for** something
 - Feels right/**inspires**
- 

Why Statement Examples

Needs Some Work

“To defeat the opposition to our clients, so that we can create a higher quality of life for our employees, clients, and greater communities.”



Simple and clear

Free of WHATs

In service

In affirmative language

Feels right to me/inspires me

Almost There

“To defend our clients and win our cases, so that our clients, employees, and communities can thrive.”



Simple and clear

Free of WHATs

In service

In affirmative language

Feels right to me/inspires me

Strongest Iteration

“To stand up for the underrepresented, so that everyone can have an equal opportunity to thrive.”



Simple and clear

Free of WHATs

In service

In affirmative language

Feels right to me/inspires me

To _____ so that _____



Your Contribution

What your church adds or contributes to the lives of the people it touches.

Your Impact

The difference your church hopes to make in the lives of the people you touch when making that contribution.

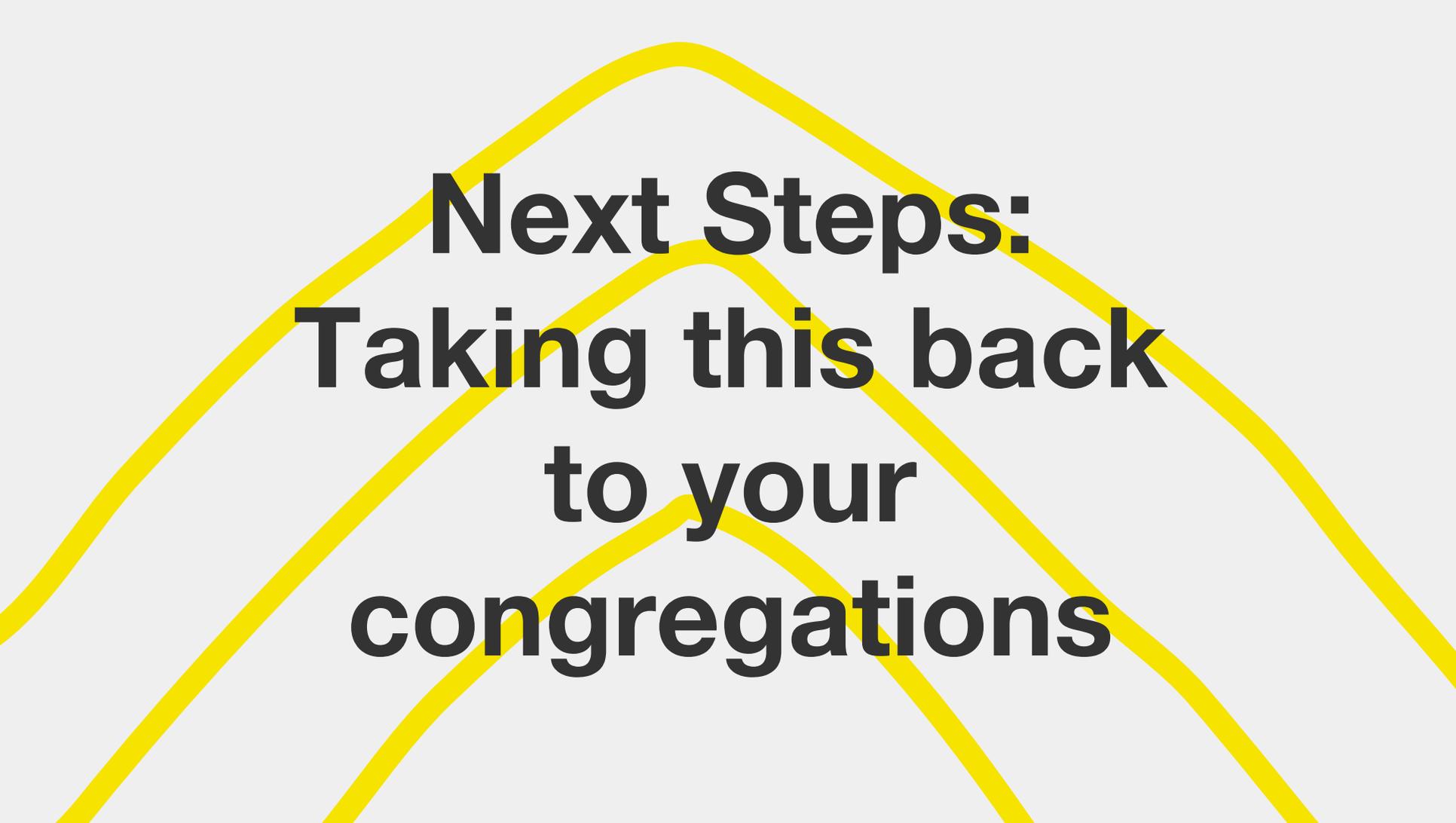
An inspiring Why Statement is...

- **Simple** and clear
- Free of **WHATs**
- In **service** of people
- **For** something
- Feels right/**inspires us**

Let's Talk HOWs

How we identify our HOWs

- Non-WHY themes become **HOWs**
 - They are not **less important** than your WHY
 - They are your **core values/guiding principles**
 - These are the **habits** and **behaviors** that keep us operating at our best
 - This is where **relationships** live
- 

The image features three overlapping yellow arches on a white background. The arches are positioned such that they create a sense of depth and movement, with the top arch being the highest and the bottom arch being the lowest. The text is centered within the space created by these arches.

**Next Steps:
Taking this back
to your
congregations**

Keep the Conversation Alive!



IN THE BALLPARK

To inspire others so that they can become the best versions of themselves.

ITERATED VERSION

To catalyze growth in people in so that we have the tools to build a better world.

CURRENT ITERATION

To catalyze meaningful mindshifts that help us live more intentionally.

A scenic landscape featuring a calm lake in the foreground, a dense forest of trees with vibrant yellow and orange autumn foliage in the middle ground, and a range of dark, rugged mountains with patches of snow in the background under a dramatic, cloudy sky. The text "Check-in and Reflect" is overlaid in the center in a large, white, sans-serif font.

Check-in and Reflect

start with why 