**OFA**

**Effective Conversations**

**Part 3: Know your why**

**Simon Sinek’s Framework:**

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**Critical incidents - “**Events in your life that you recall being an important moment for you in clarifying what you believe.”

-- Stephen Brookfield

**Framework #1: A framework to knowing your why:**

**Step 1 -** **Your critical incident**

* When was the first time you remember standing up for something you believe in?
* When was the first time you saw something unjust?
* When do you remember feeling pride in something you worked hard for?

**Step 2 - Root values**

* Looking at your critical incident, what are the root values that you believe in?

**Step 3 - Why is this important to you?**

* Practice sharing your critical incident, as well as the root values that underlie it.
* How can you share this in a way that resonates deeply for **others?**

**Activity #1: Steve Jobs’ keynote speech**

**For this activity, please view the following video:** [**https://www.youtube.com/watch?v=UF8uR6Z6KLc&t=610s**](https://www.youtube.com/watch?v=UF8uR6Z6KLc&t=610s)

What is Steve Jobs’ ‘why’?

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What values are underneath his ‘why’?

**Note: Use the values resource on the final page of this worksheet**

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How does he communicate it?Does it resonate?

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**Activity #2: Reflection Questions**

When do you stay with **‘why’** in a conversation?

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When do you move from **‘why’** to **‘how’** in a conversation?

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When do you move from **‘why’** to **‘how’** in a conversation?

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When do you move from **‘how’** to **‘what’** in a conversation?

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Which phase of the framework comes most easily to you? Why?

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**RESOURCE #1: Values List (adapted from** [**http://www.taproot.com/archives/37771)**](http://www.taproot.com/archives/37771%29)**:**

Use this list of values to inform your critical incident -- which values resonate with your critical incident?

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| --- | --- | --- | --- |
| Abundance Acceptance Accountability Achievement Advancement Adventure AdvocacyAmbition Appreciation Attractiveness Autonomy Balance Being the Best Benevolence Boldness Brilliance Calmness Caring Challenge Charity Cheerfulness Cleverness Community Commitment Compassion Cooperation CollaborationConsistency Contribution Creativity CredibilityCuriosity | Daring Decisiveness Dedication DependabilityDiversity Empathy Encouragement Enthusiasm Ethics Excellence Expressiveness Fairness Family Friendships Flexibility Freedom Fun Generosity Grace Growth Flexibility Happiness Health Honesty Humility Humor Inclusiveness Independence Individuality InnovationInspiration Intelligence | Intuition Joy Kindness Knowledge Leadership Learning Love Loyalty Making a Difference Mindfulness Motivation Optimism Open-Mindedness Originality Passion Performance Personal Development Proactive Professionalism Quality Recognition Risk Taking Safety Security Service Spirituality Stability Peace Perfection Playfulness Popularity Power | Preparedness Proactivity Professionalism Punctuality Recognition Relationships Reliability Resilience Resourcefulness Responsibility Responsiveness Security Self-Control Selflessness Simplicity Stability Success Teamwork Thankfulness Thoughtfulness Traditionalism Trustworthiness Understanding Uniqueness Usefulness Versatility Vision Warmth Wealth Well-Being Wisdom Zeal |

**RESOURCE #2: Why, how, what indicators:**