



Finding Your Why: Telling the Parks & Recreation Story in a Way That Connects

August 27, 2019, 1:15 pm

LEARNING OBJECTIVES



- Learn how finding your team's purpose inspires and motivates
- Identify and practice the process of finding your "why"
- Learn how to use your why to become the leader you wish you worked for

Finding Your Why

- Simon Sinek: Believes in a brighter future for humanity
- Sinek's Ted Talk is the third most watched talk of all time
- Our agenda:
 - Start with why: The Golden Circle
 - The difference between what, how and why
 - Telling our stories
 - Finding your contribution
 - What's your impact
- The impact of why on becoming a leader people want to follow
- Finding inspiration from others who do similar work

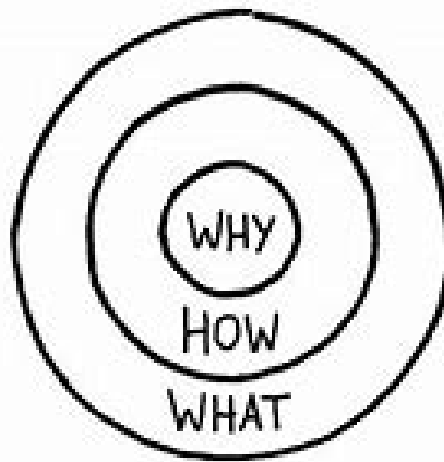
Benefits of Why

- To leave you inspired at the beginning and end of each day, saying "I love what I do!"
- To create a workplace where trust and cooperation are the norm, not the exception
- To connect your work to a sense of purpose
- To be fulfilled by your work every day

The Golden Circle

- Every organization and individual career incorporate: What we do, how we do it and why we do it
- What: Maintain parks, provide youth & adult athletics, run community centers, etc.
- How: Focus on quality, teamwork, equity, customer service, conservation – what makes us stand out?
- But few of us can clearly say why we do what we do

The Golden Circle





The Why Discovery for Groups

- The book *Find Your Why* gives the process for individuals and groups
- We'll focus on groups to help share the process
- Goal: Put into words a common purpose, cause or belief
- The Nested Why – Organization's why, department's why, division's why, team's why, individual's why
- Your why can be linked to values but in greater specificity – NRPA Pillars
- Let's find our why!

Your Stories

- Form your groups, need one team member to be the recorder and facilitator
- Your assignment:

Tell specific stories of when you have felt most proud to work for your organization

- Only 20 minutes so keep stories to 2-3 minutes
- Be specific – don't say working with youth – tell an actual experience and what was meaningful about it
- Record a phrase to help recall the stories later
- My example: All America City – pride, making a difference, unity

Reporting Out

- Each team determines its top two stories – those that resonated most with your team
- The people who shared the stories can share them with the group (pick one from your two stories to share)
- Be sure you include what made this story so impactful and meaningful to you

Contribution to Others

- Post your story. Use a new piece of easel paper.
- Your assignment:

In the stories you shared, what was the specific contribution your organization made to the lives of others?

- Write down the verbs or action phrases that capture the essence of the contribution
- In this story, we showed up and we _____ed. Fill the blank with a verb
- My example – we showed up and we united, created passion, inspired
- You'll have 10 minutes

Reporting Out

- Each team will share all their verbs or action phrases
- In reporting, please share as to _____. (to inspire, to unite, etc.)
- Share each verb or phrase even if it has already been stated so we can see where similarities exist
- We are on our way to why!

Your Impact

- Use the top two stories your team identified in the first exercise
- Your assignment:

What did the contributions of your organization allow others to go on to *do* or *be*?

- Think about how people's lives were different after they interacted with your organization when at your best. What was the impact of the action?
- My example – Student chooses work life in the public sector as ACM
- You'll have 8 minutes

Reporting Out

- Using the same top stories you shared in the first exercise, tell the group what the contributions of your organization allow others to go on to *do* or *be*
- We'll summarize each after hearing the story

Writing a Why Statement

- The basic structure of a why statement is:

To _____ so that _____.

- To is the contribution the organization or group makes
- The so that is the impact or effect that contribution has on others
- Exercises 1 and 2 correspond to the contribution element, conversation 3 to the impact element
- Which verb or action phrase best describes your organization? What outcome from our list best describes your purpose?
- My example: To inspire passion so that people want to help build a better community.
- You'll have 10 minutes

Sharing Your Draft Why Statements

- Read your top draft why statement drawn from the stories your team shared
- Value of understanding why
- Value in sharing your why
- What do you do?
 - *I inspire passion so that people want to help build a better community*
 - *I propel people forward so that they can make their mark on the world*
 - *We enable people to be extraordinary so that they can do extraordinary things*

Your Hows

- Your hows are the actions you take to bring your why to life. (These often link to your values / pillars)
 - To take responsibility
 - To always tell the truth
 - To support teamwork
 - To celebrate success
 - To provide excellent customer service
 - To support environmental conservation

Your Whats

- Your whats are the tangible manifestation of our why – the actual work we do every day.
 - To lead the team that maintains the grounds at all city athletic fields
 - To ensure quality playing fields for all sports
 - To use environmentally sensitive treatments / applications
 - To ensure recreational opportunities for diverse community members

Becoming the Leader You Want to Work For

- Leaders hold positions of power and authority.
- People who lead inspire us to follow them – not because of who they are but because of what it means for us
- People who work with you want to know what you believe – not your plan.
- Sharing your why will attract those who believe what you believe
- Finding your why can lead you to say – “Can you believe they pay me to do this!”

Thank you!

- For sharing your stories
- For working with your FRPA team
- And for helping find your why



M. Michelle Bono
President & CEO
850.264.4233
michelle@bonocommunications.com



M. Michelle Bono
President & CEO
850.264.4233
michelle@bonocommunications.com



FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT FRPA.ORG