

Finding Your Organization's Purpose

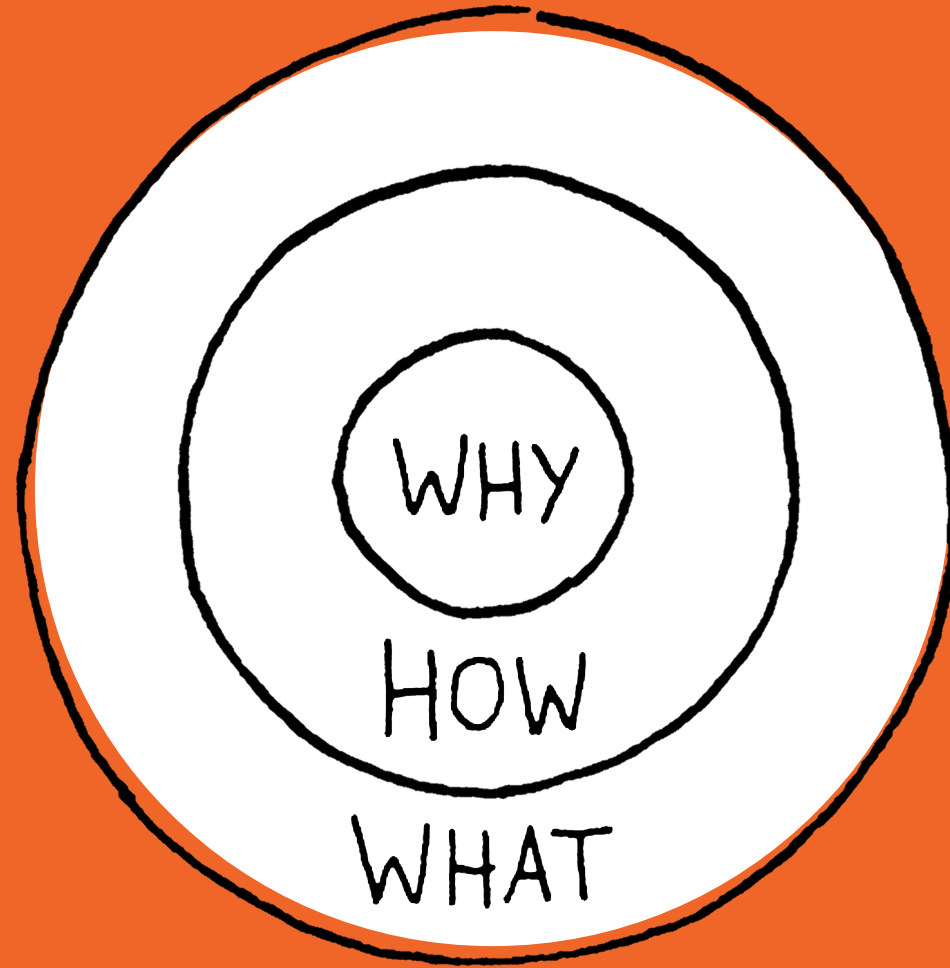
Discovering the 'Why'

Kelsey Jackson, Coordinator – Student Involvement

Lauren Mahrous, Coordinator – Student Activities

Troy Pike, Coordinator – Student Activities

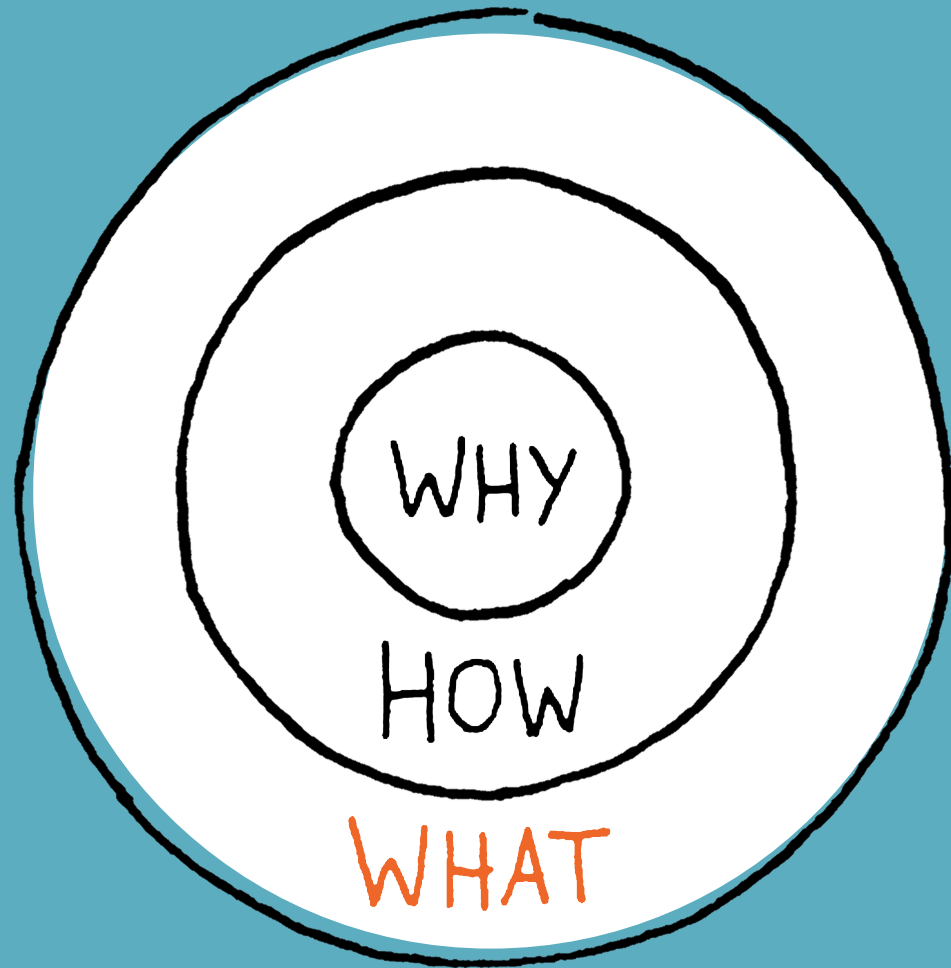
The Golden Circle



The Golden Circle

WHAT

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.



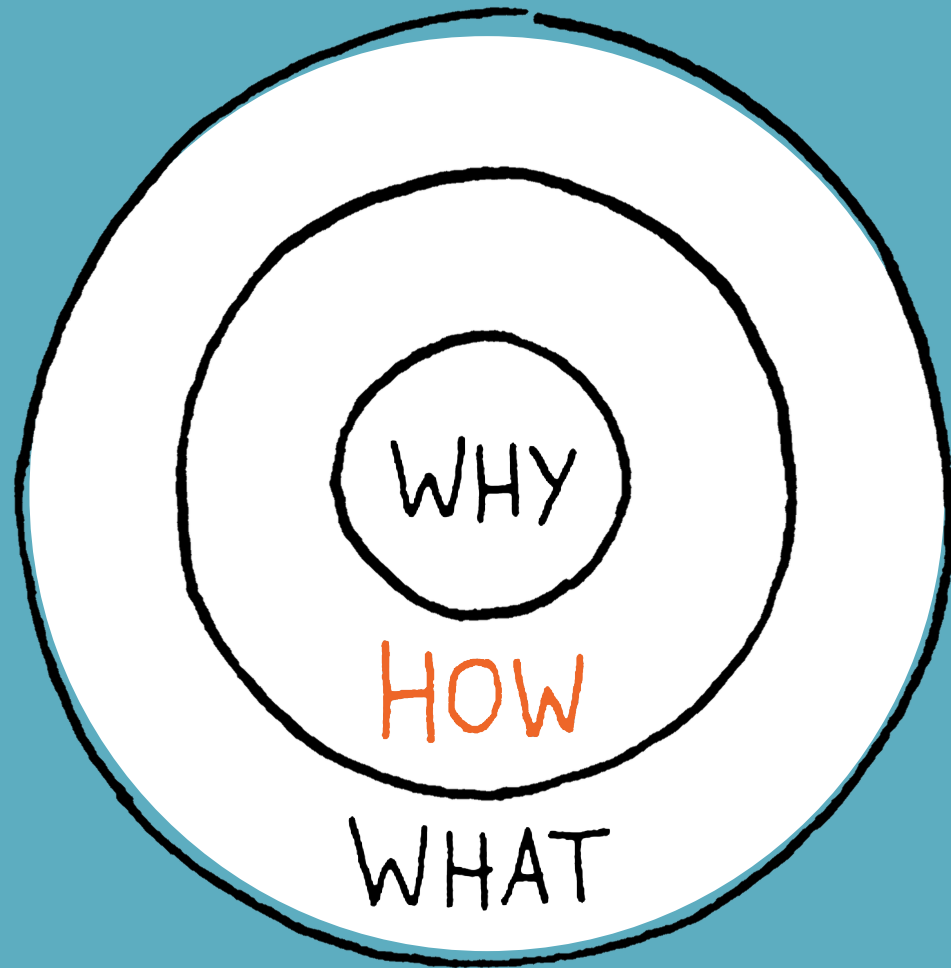
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Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.



The Golden Circle

WHAT

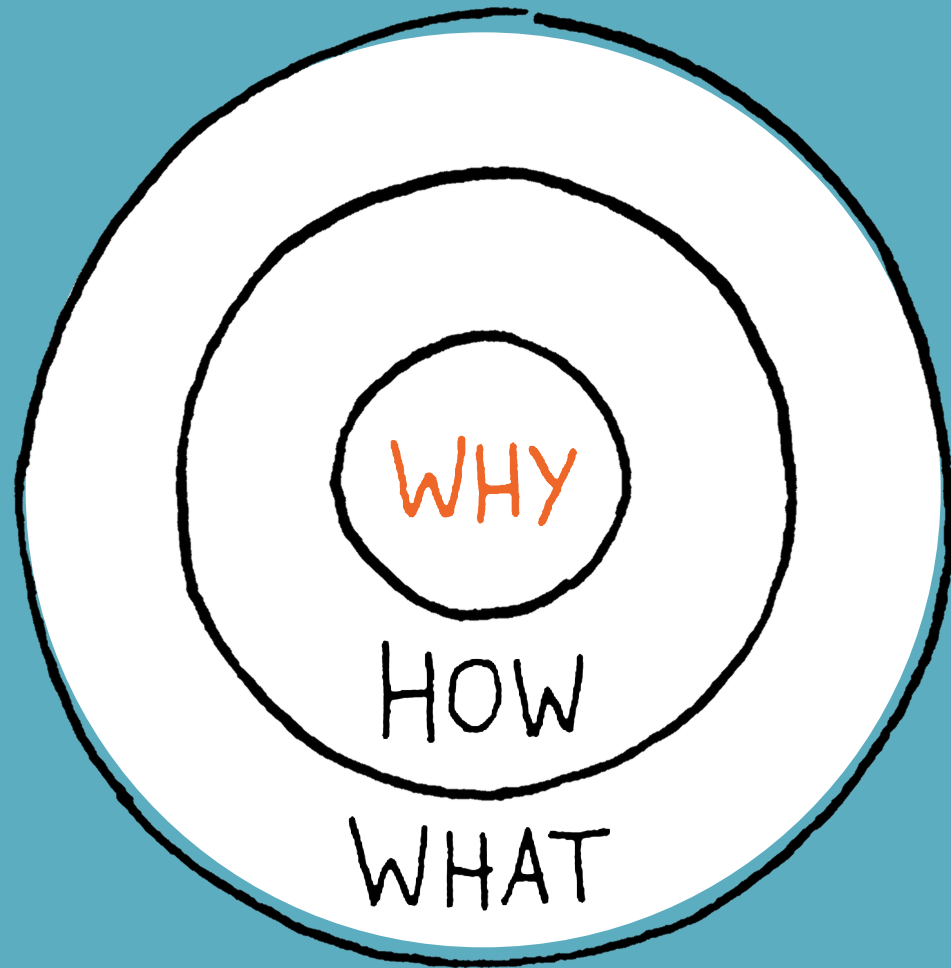
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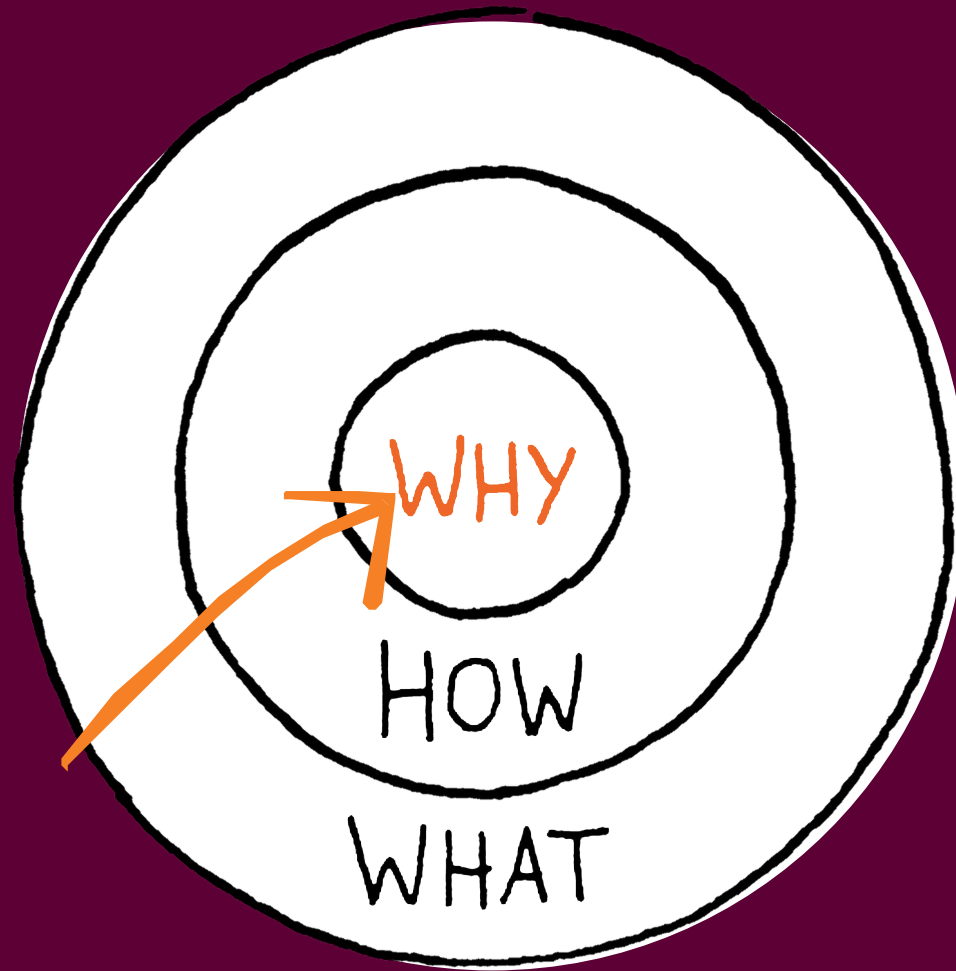
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WHY

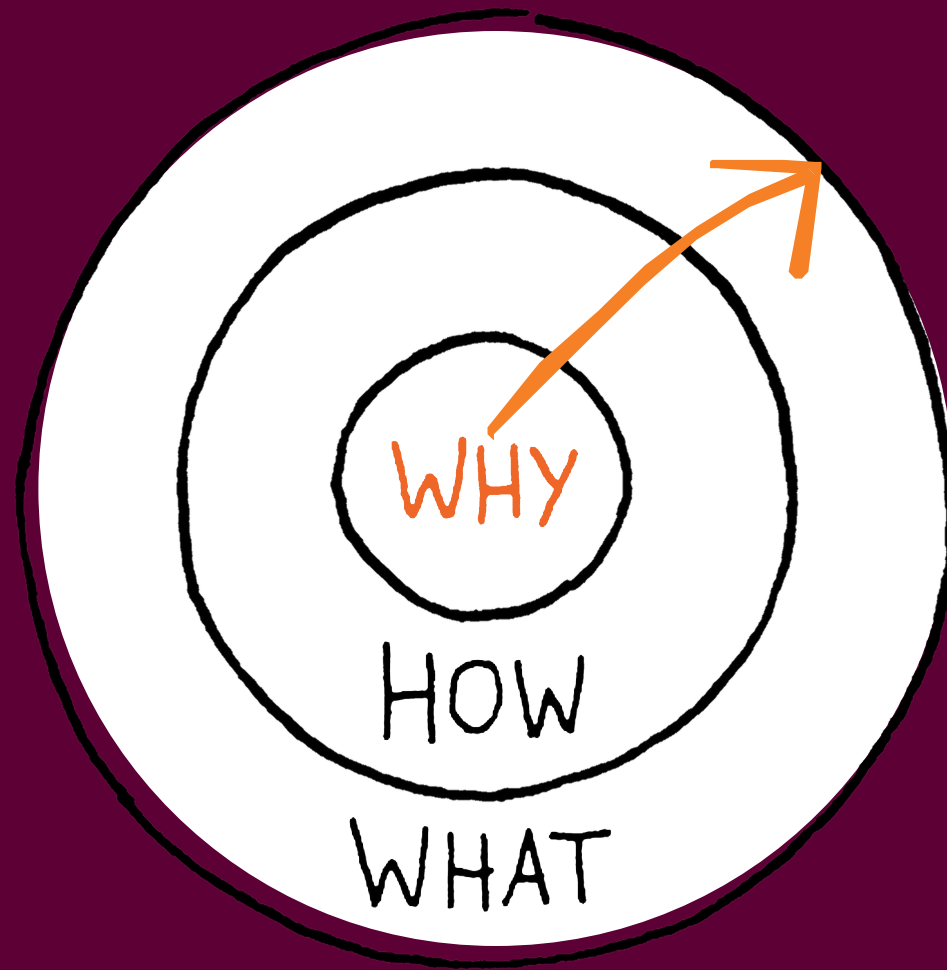
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



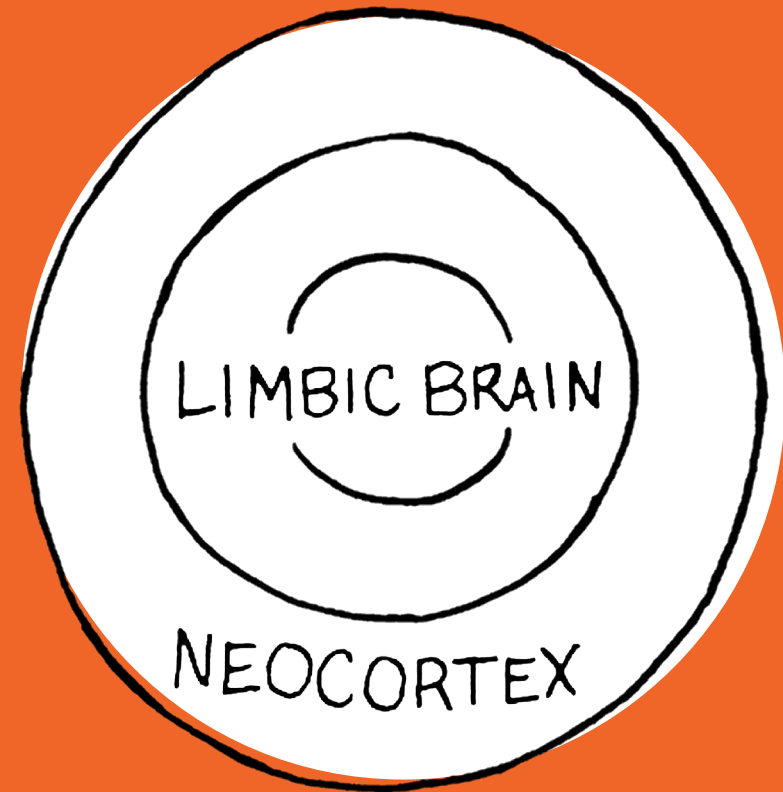
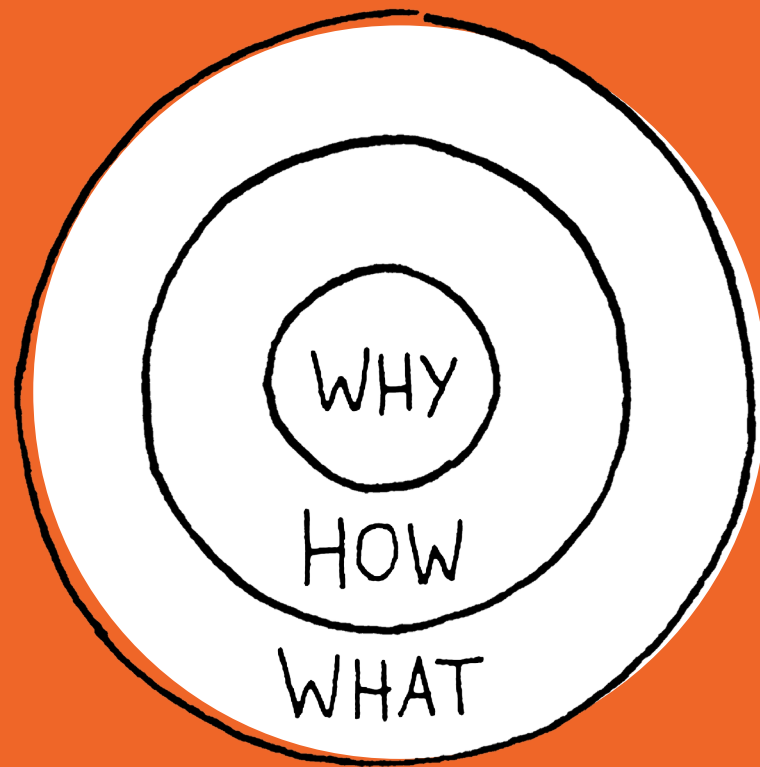
The Golden Circle



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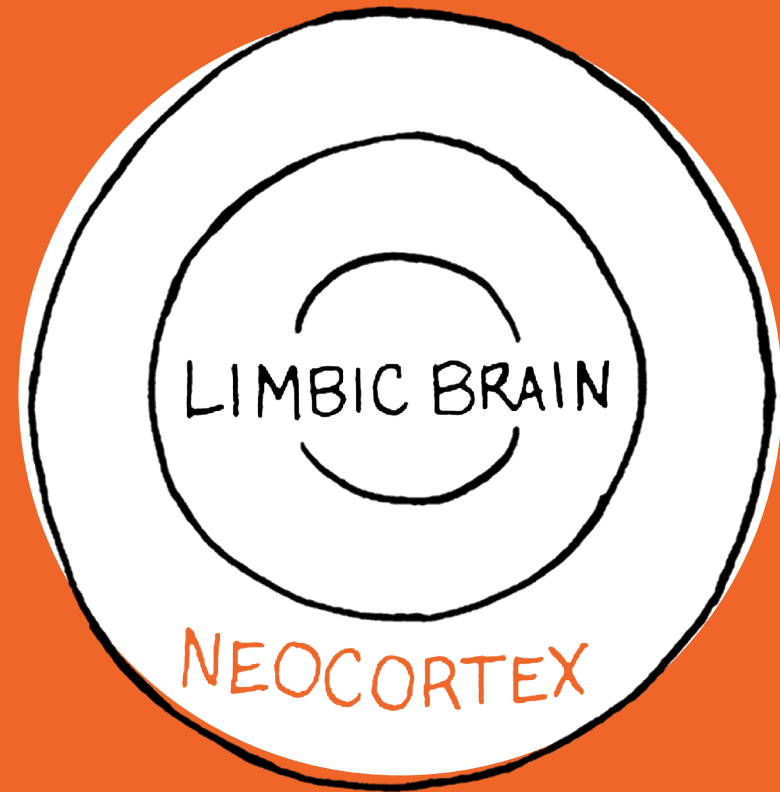
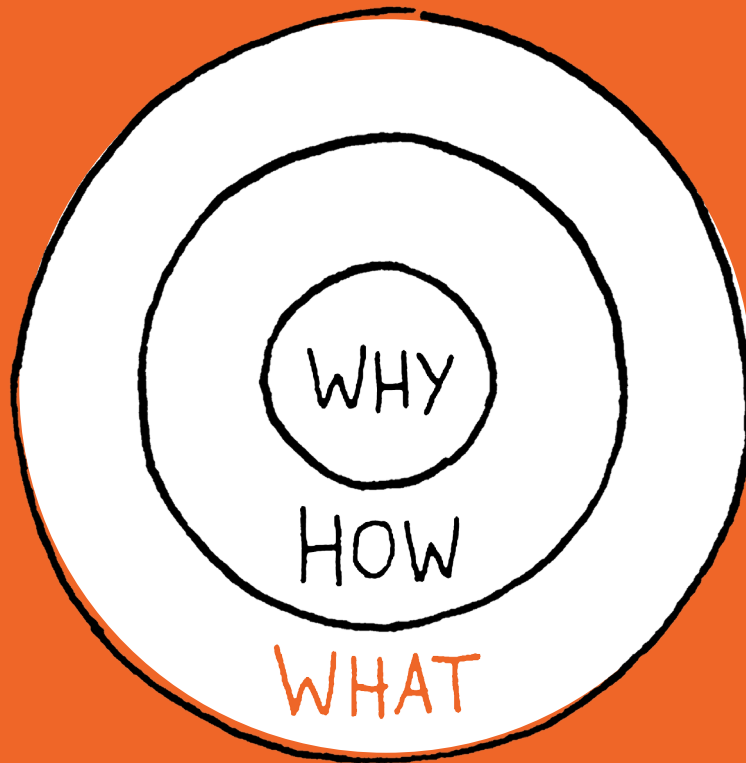
The Golden Circle + Human Brain



The Golden Circle + Human Brain

NEOCORTEX

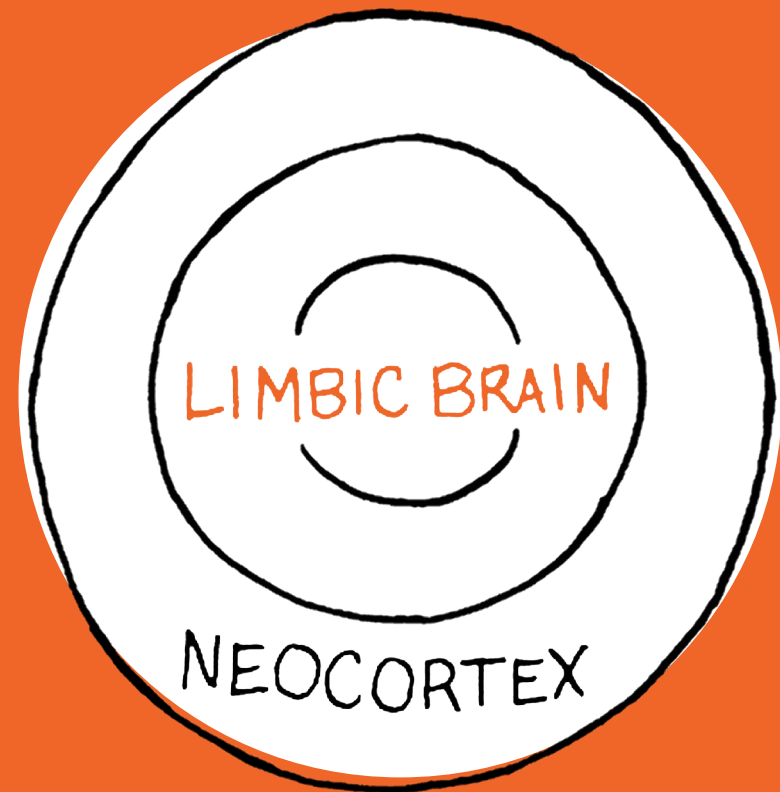
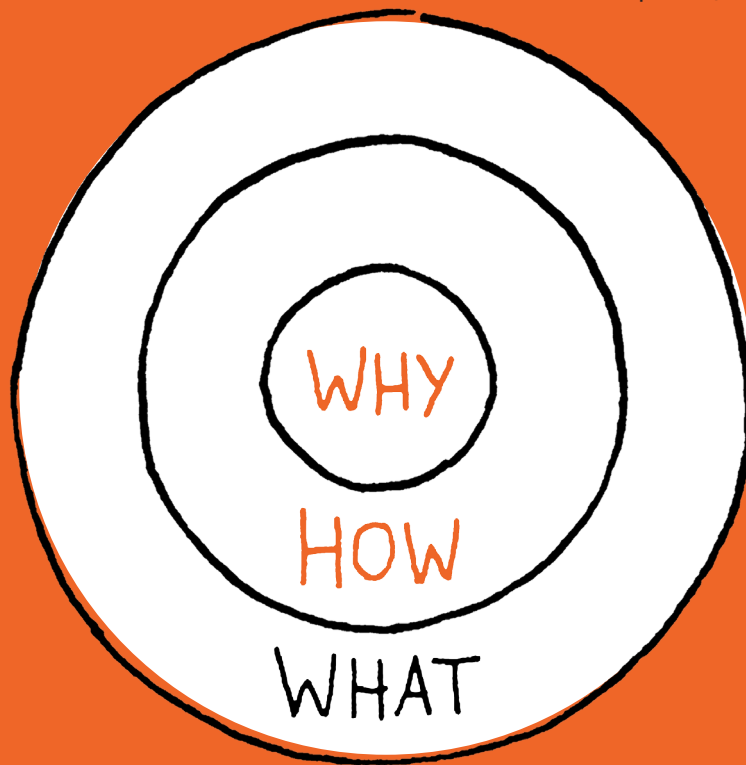
- Rational and Analytical Thinking
- Language



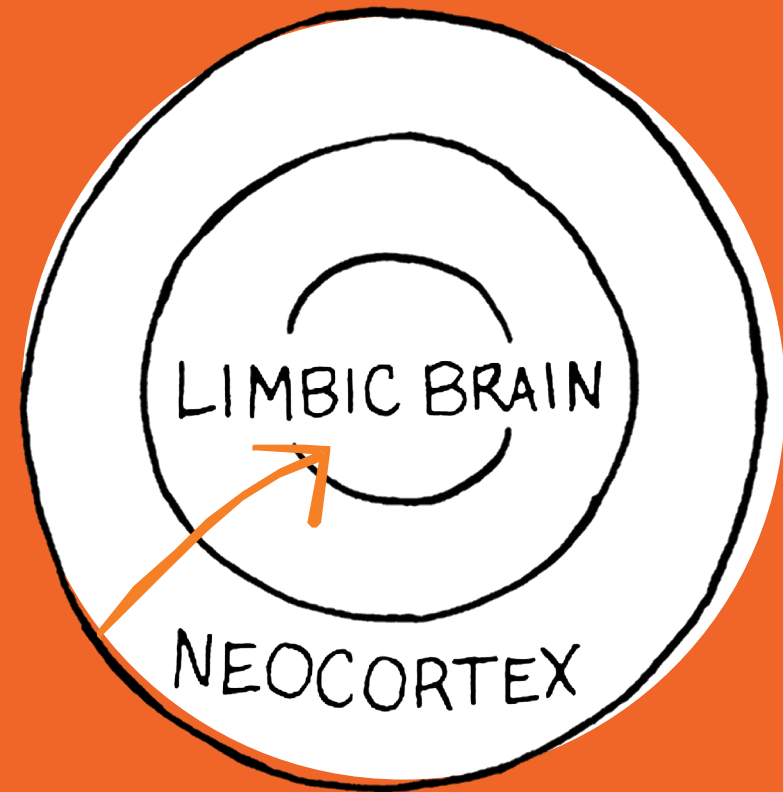
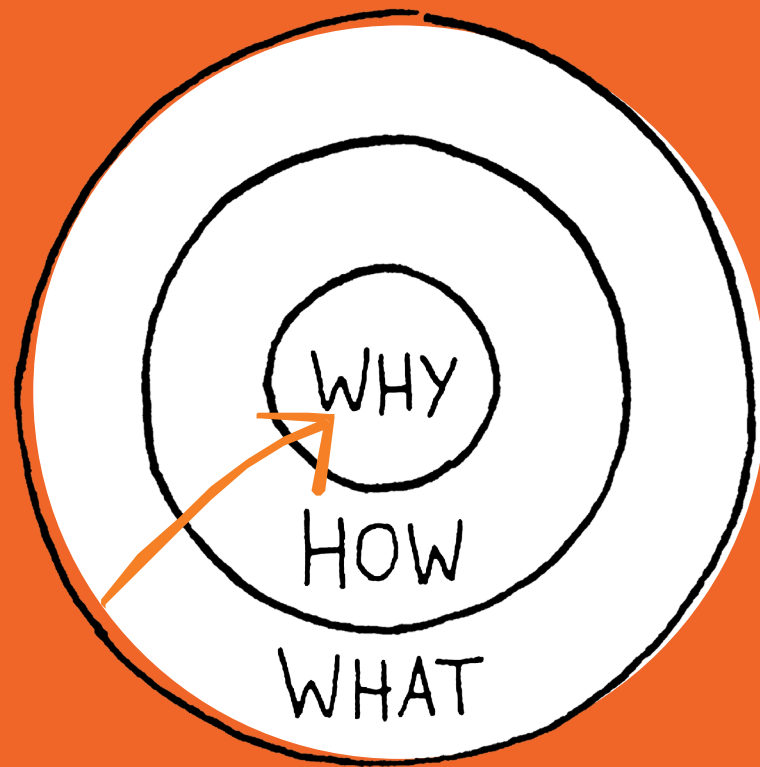
The Golden Circle + Human Brain

LIMBIC BRAIN

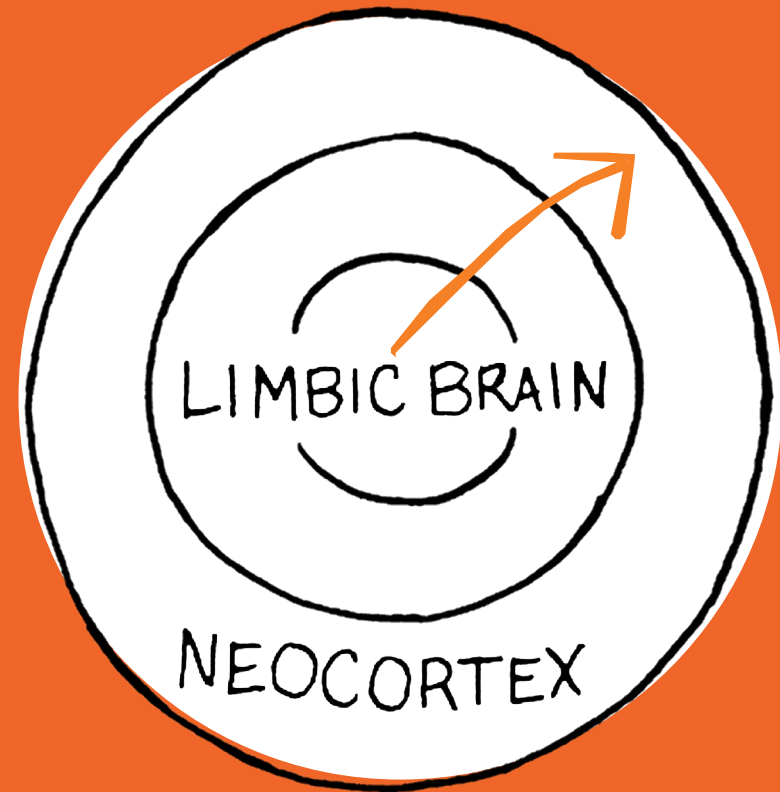
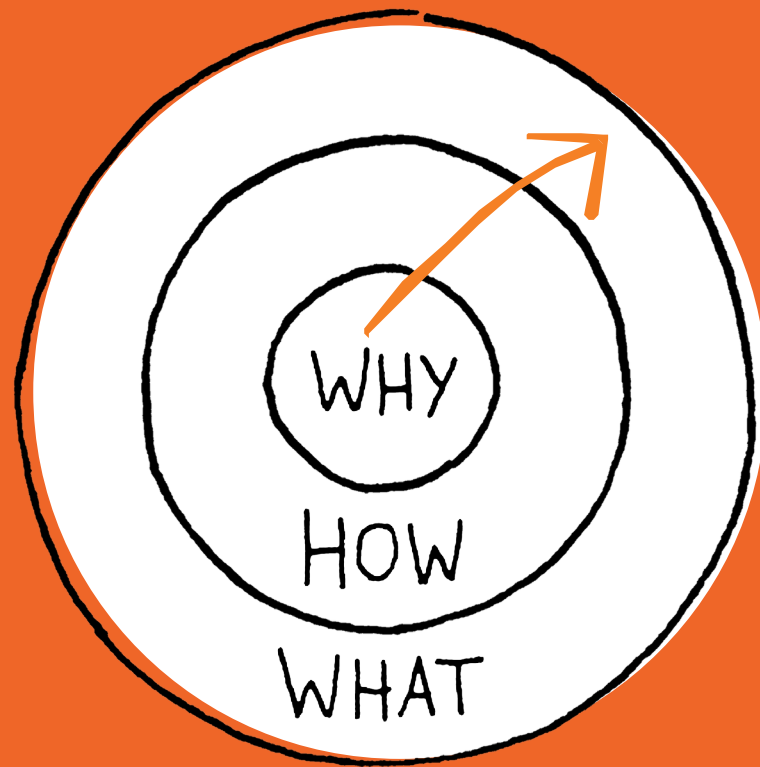
- All of our feelings, like trust and loyalty
- All human behavior and decision-making
- No capacity for language



The Golden Circle + Human Brain



The Golden Circle + Human Brain



**"People don't buy what you do,
they buy why you do it."**

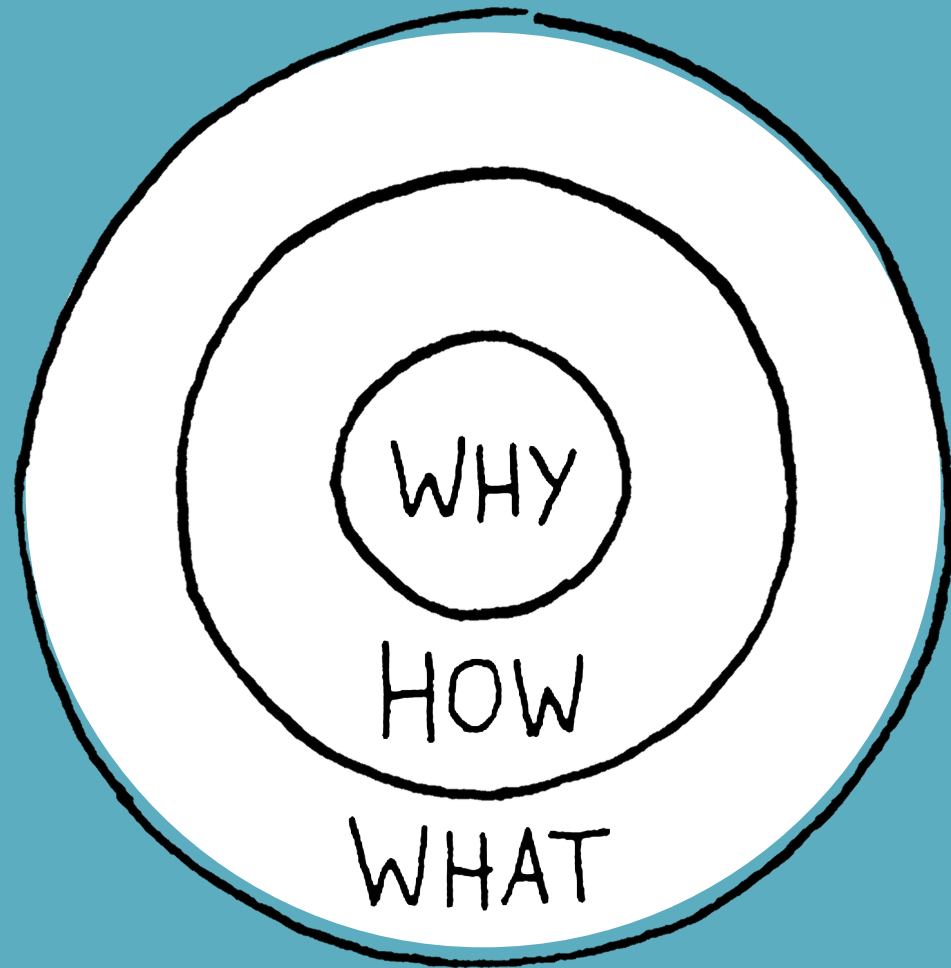
- Simon Sinek

The Golden Circle

CLARITY OF **WHY**

DISCIPLINE OF **HOW**

CONSISTENCY OF **WHAT**





History of Tech Activities Board

- Founded in 1953 as the University Center Programming Board (UCP)
- In 2006 the name was changed to Tech Activities Board (TAB)
- Mission has stayed the same though, to provide opportunities for Texas Tech Students to learn, grow, and have fun
 - Traditions= Arbor Day, Homecoming, RaiderGate, Raider Welcome, and Raider City Limits

TAB Today

- TAB consists of seven different committees
 - Concerts
 - Daytime
 - Films
 - Homecoming
 - Night Life
 - Outreach
 - Special Programs

TAB's Mission Statement

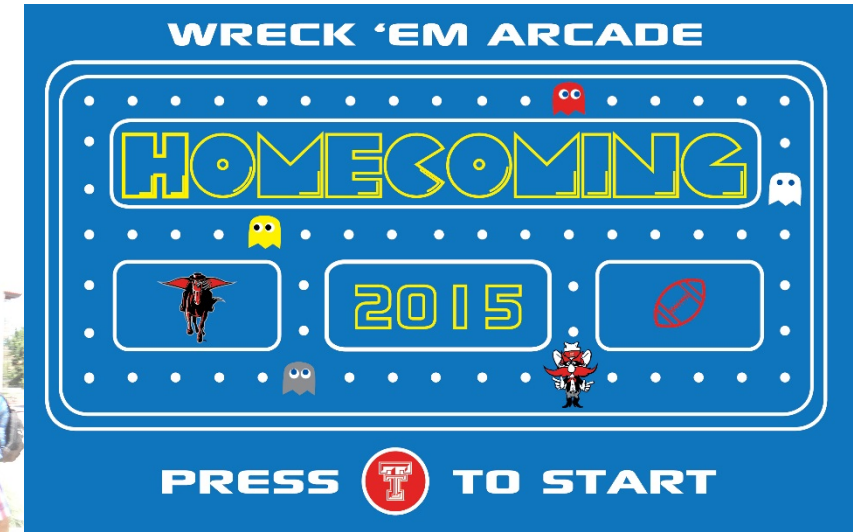
The Tech Activities Board is a group of student leaders dedicated to programming social, diverse, traditional, community outreach, and educational events to enhance each student's individual experience at Texas Tech University.



TAB Values

- Their image and reputation for producing quality events
- The talents and gifts of all committee members
- The ability to develop leaders and enhance individual skills
- The diversity and ideas of all members of the Texas Tech community

Image and Reputation



The Talents and Gifts of All Members



- TAB's membership
 - 1 President
 - 2 Vice Presidents
 - 7 Coordinators
 - Over 40 general members
- Everyone is required to do office hours
- Learning Culture

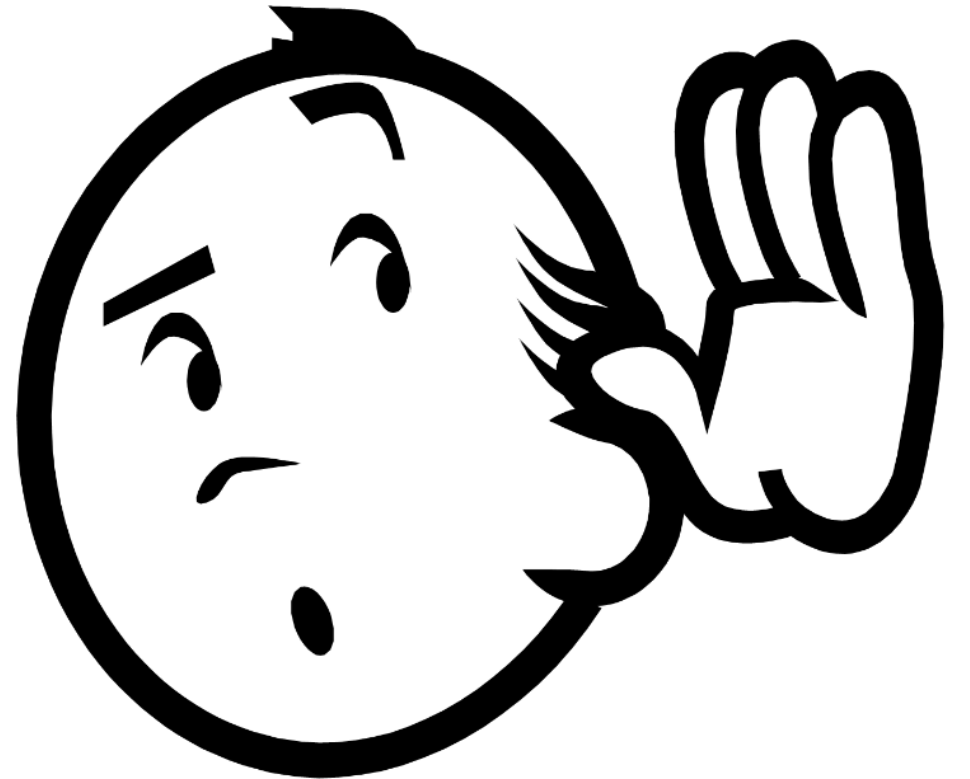
Developing Leaders Enhancing Skills

- Opportunities for growth
- Open to anyone who meets our qualifications
- Skill sets they can use in the future



The Diversity and Ideas of All Members of the Texas Tech Community

- We listen to the Tech community through surveys and evaluations
- Looking for new fresh ideas



Discussion Questions

- What is your organization's mission?
 - Why do organizations have mission statements?
- How do you hold your members accountable?
 - Is there a buy in system?
 - Do you communicate your “why” to the group? (Be mindful)
- What problems can arise when there isn't a clearly understood mission?
- What areas does your organization need to improve on?