

GREAT LEADERS INSPIRE ACTION



Rayann Mitchell

Leadership Development Associate

International Reading Association

rmitchell@reading.org

MSC-IRA Leadership Workshop June 21, 21012

Leaders don't have all the great ideas; they provide support for those who want to contribute. Leaders achieve very little by themselves; they inspire people to come together for the good of the group. Leaders never start with what needs to be done. Leaders start with why we need to do things. Leaders inspire action.

Marcie Craig Post, IRA Executive Director



- Members Matter Most
- Open Communication
- Focused and Strategic Leadership
- Council Network and Partnership with IRA

START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

WHY

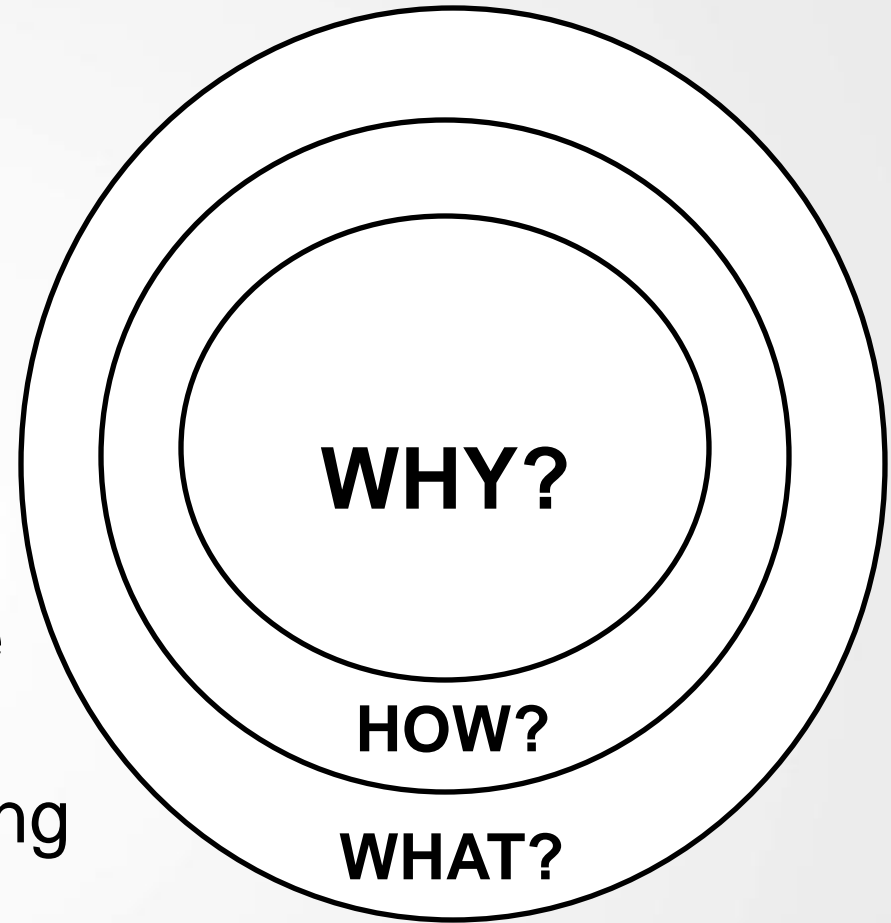
WITH A NEW
PREFACE
AND
AFTERWORD



www.startwithwhy.com

THE GOLDEN CIRCLE

- Start from the inside out.
- Helps us understand why we do what we do.
- Evidence of how much we can achieve if we remind ourselves to start everything we do by first asking why.



COMPARE

From Outside In...	From Inside Out...
<p>We make great computers. They're beautifully designed, simple to use and user- friendly. Want to buy one?</p>	<p>Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use, and user- friendly. And we happen to make great computers. Want to buy one?</p>

WHAT

Every group on the planet knows WHAT they do. This is true no matter how big or small. Everyone is easily able to describe their products, services, or function they have within that system.



KNOW THE WHAT

1. Think about **WHAT** your council does.
2. Write a brief statement of your services, products, and activities provided to members.
3. Share your **WHAT** with your table group.

HOW

Some groups know HOW they do WHAT they do. HOWs are given to explain how something is different or better. Many think that these are the differentiating or motivating factors in a decision.



FIGURE OUT HOW

1. **HOW** does your council accomplish its' goals?
2. Write a brief **HOW** statement.
3. Share your **HOW** with your table group.

WHY

A 3D rendered blue figure stands next to a large, light blue question mark. The figure is positioned to the left of the question mark, appearing to be in a state of contemplation or inquiry. The background is white with a blue wave at the top and a green wave at the bottom.

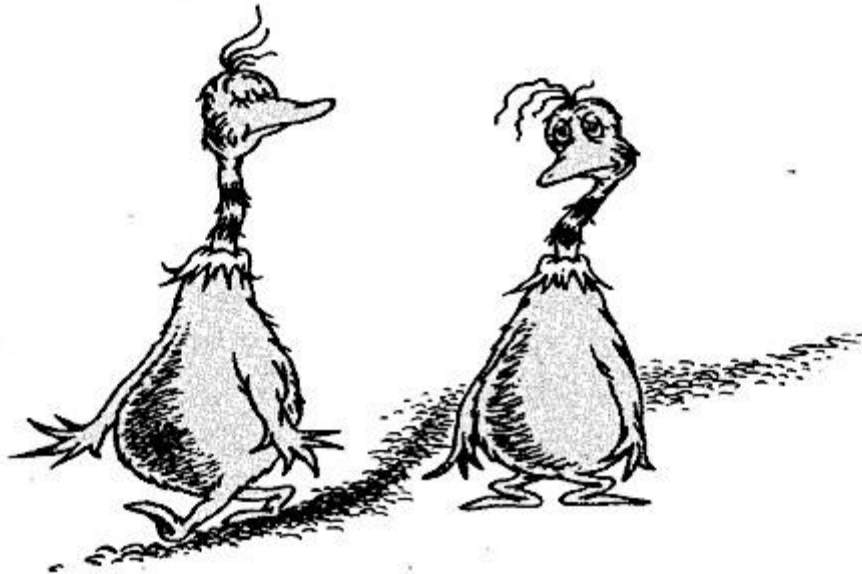
Very few groups can clearly articulate WHY they do WHAT they do. What is your council purpose, cause or belief? Why does your council exist? Why do you get out of bed every morning? And WHY should anyone care?

DISCOVER THE WHY

1. Take a few moments to think about **WHY** your council exists.
2. Write a brief statement of your council's purpose.
3. Share your **WHY** with your table group.

DR. SEUSS EXPLAINS IT BEST...

Now, the Star-Belly Sneetches had bellies with stars.
The Plain-Belly Sneetches had none upon thars.
Those stars weren't so big. They were really so small.
You might think such a thing wouldn't matter at all.

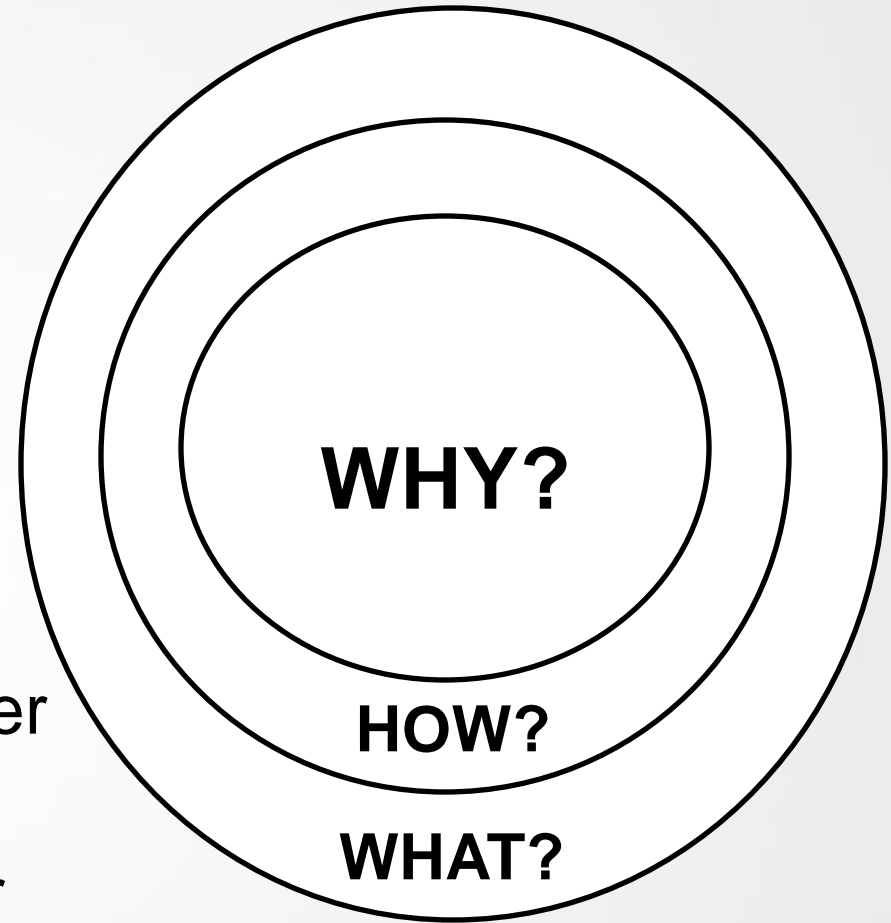


Then, quickly, Sylvester McMonkey McBean
Put together a very peculiar machine.
And he said, "You want stars like a Star-Belly Sneetch?
My friends, you can have them for three dollars each!"

Knowing your why is not the only way to be successful, but it is the only way to maintain lasting success and have a greater blend of innovation and flexibility.

PUT IT ALL TOGETHER

1. Make sure your how and what are aligned to you why.
2. Chart your Golden Circle.
3. Share your chart with someone from another council.
4. Modify your statements after talking with others.
5. Post your Golden Circle for all to see.



FIVE WAYS TO FOCUS



1. Grasp the power of focus.
2. Recognize the signs that you are trying to do too much.
3. Define the market and design programs to serve a need.
4. Set strategy, observe context.
5. Exercise accountability.

THE 1-PAGE STRATEGIC PLAN

1	Vision	A clear picture of your destination.
2	Mission	The driving purpose of your work.
3	Values	The guide you use for decision-making and how you treat each other.
4	Objective	The numbers you track. How you measure success.
5	Strategies	The path(s) you decide to take.
6	Priorities	The work that needs to get done and who needs to do it.

Remember 3-2-1



3 Ways to Increase Membership



Use the IRA membership database to recruit new members.



Remind members to renew or rejoin often.



Promote the new \$29 online IRA membership.

2 Reasons to Submit Officer Report by First of July



Maintain good standing and communication with IRA.

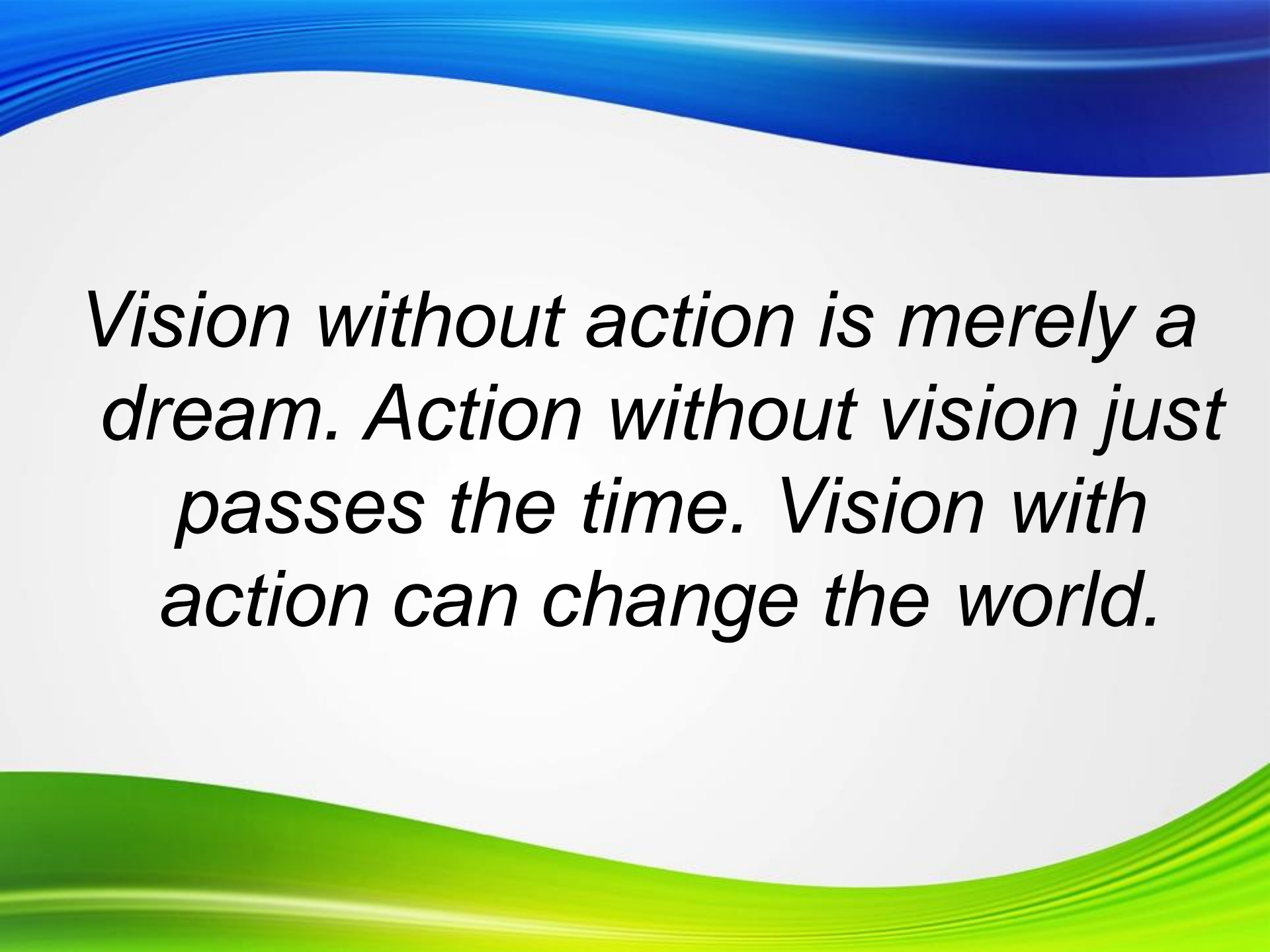


Ensure eligibility for IRA awards and grants.

1 Important Date to Remember



November 15 is the deadline for filing IRS 990-N for FY 2011-12.



Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.

FIRST THINGS FIRST...

