
The WHY and the HOW

It all starts with clarity. You have to know WHY you do WHAT you do...Once you know WHY you do what you do, the question is HOW will you do it? HOWs are your values or principles that bring your cause to life. HOW we do things manifests in the culture and in systems and processes within an organisation.

Ironically, the most important question with the most elusive answer – WHY do you do what you do – is actually quite simple. But the discipline never to veer from your cause, to hold yourself to HOW you do things; that's the harder part.

Making it even more difficult for us, we remind ourselves of our values by writing them on the wall...as nouns. Integrity. Honesty. Innovation. Communication...

But nouns are not actionable...Telling people to have integrity doesn't necessarily guarantee that their actions will be so. It's nearly impossible to hold people accountable to nouns. "A little more innovation today if you would please, Bob." And if you have to write "honesty" on your wall to remind you to do it, then you probably have bigger problems anyway!

For values or guiding principles to be truly effective they have to be verbs. It's not **integrity**, it's **always do the right thing**. It's not **innovation**, it's **look at the problem from a different angle**. Articulating our values as verbs gives us a clear idea of how to act in any situation and allows us to hold each other accountable to them

Start with why by Simon Sinek (slightly edited).

