

Monday February 8
2:00 pm – 3:00 pm



2021 Conservation District Virtual Staff Conference

Staff Forum:
Connecting Mission with Why



Culture = Beliefs + Behaviors



Change is ...

#1 BESTSELLER

An A-Mazing Way to Deal with Change
in Your Work and in Your Life

Who Moved My Cheese?

Spencer Johnson, M.D.

Foreword by Kenneth Blanchard, Ph.D.

coauthors of **The One Minute Manager**

The World's Most Popular Management Method



- Narrative in parable form
- Based in behavioral psychology
- Relating to change
- Specific focus on coping behaviors

The 4 Protagonists

Which one are you???



Sniff

- sniffs/looks ahead;
anticipates change

Scurry

- scurries ahead
and bumps into change

Hem

"To discuss, deliberate, or contemplate rather than taking action or making up one's mind. (e.g., *If you **hem and haw** long enough, someone else will do it first.*)" - Wiktionary

Haw

The Handwriting on the Wall

Change Happens

They keep moving the cheese

Anticipate Change

Get ready for the cheese to move

Monitor Change

Smell the cheese often so you know when it is getting old

Adapt to Change Quickly

The quicker you let go of the old cheese, the sooner you can enjoy the new cheese

Change

Move with the cheese

Enjoy Change!

Savour the adventure and enjoy the taste of the new cheese!

Be Ready to Change Quickly and Enjoy it Again

They keep moving the cheese

From: Spencer Johnson, MD; *Who Moved My Cheese?*

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Moral of the Story:

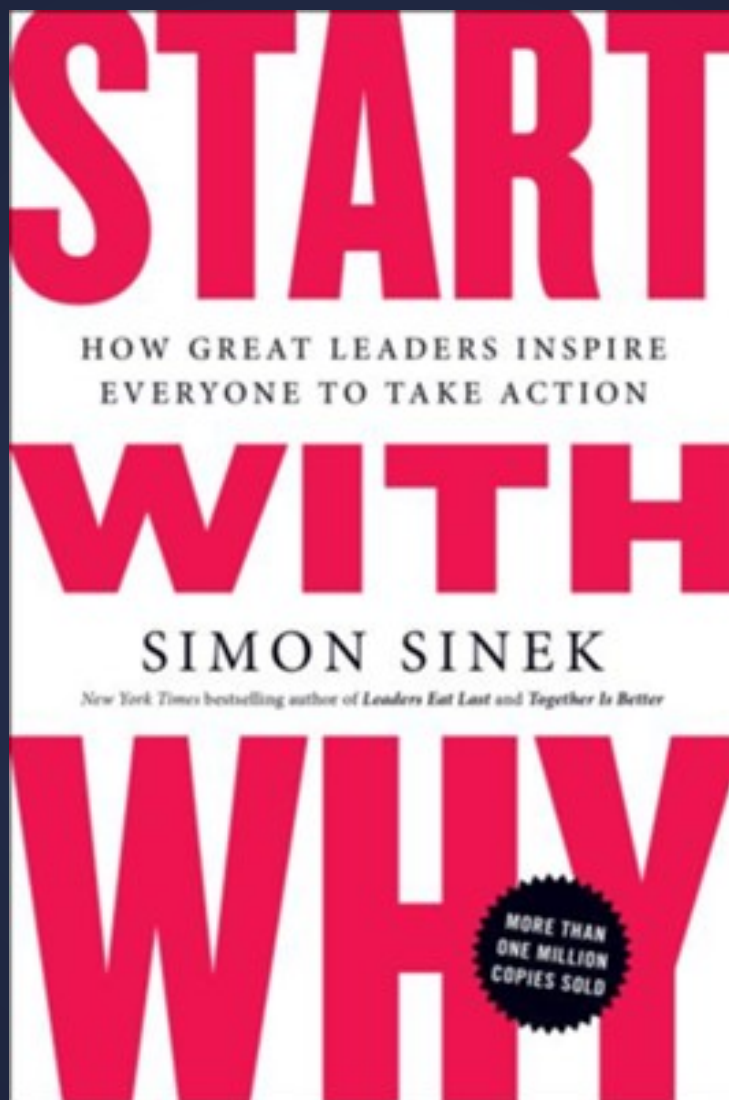
- Change is inevitable, and it's actually a good thing.
- Positivity, not anxiety, is the key to dealing with change.
- Changing your mindset is prerequisite to changing your circumstances.

The Good News:

- Let go of fear and set aside attitudes/attributes in your thinking that aren't helping you anymore, then you will move forward.

Lead, Leader, Leadership, etc.

Believe, Belief, Believer, etc.



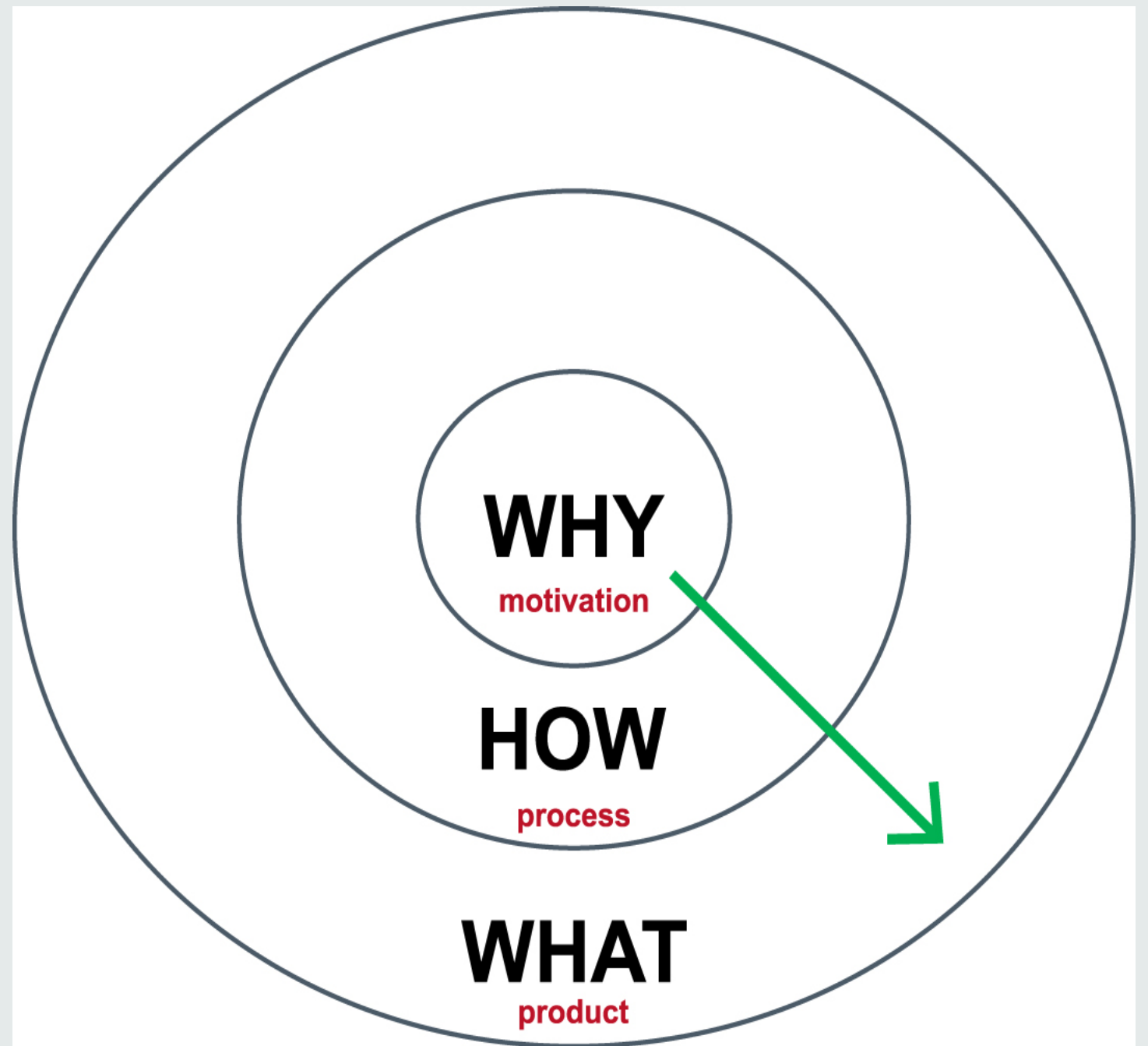
Key Points

- People don't buy the what you do, they buy why you do it.
- The perception of affinity is often the most important factor in decision-making, and this is based in biology.
- Clarity, discipline, and consistency are required to successfully bring your internal "Why" to operate on the outside world.
- Mission buy-in is voluntary, and requires alignment of beliefs.

Why --> How --> What

NOT

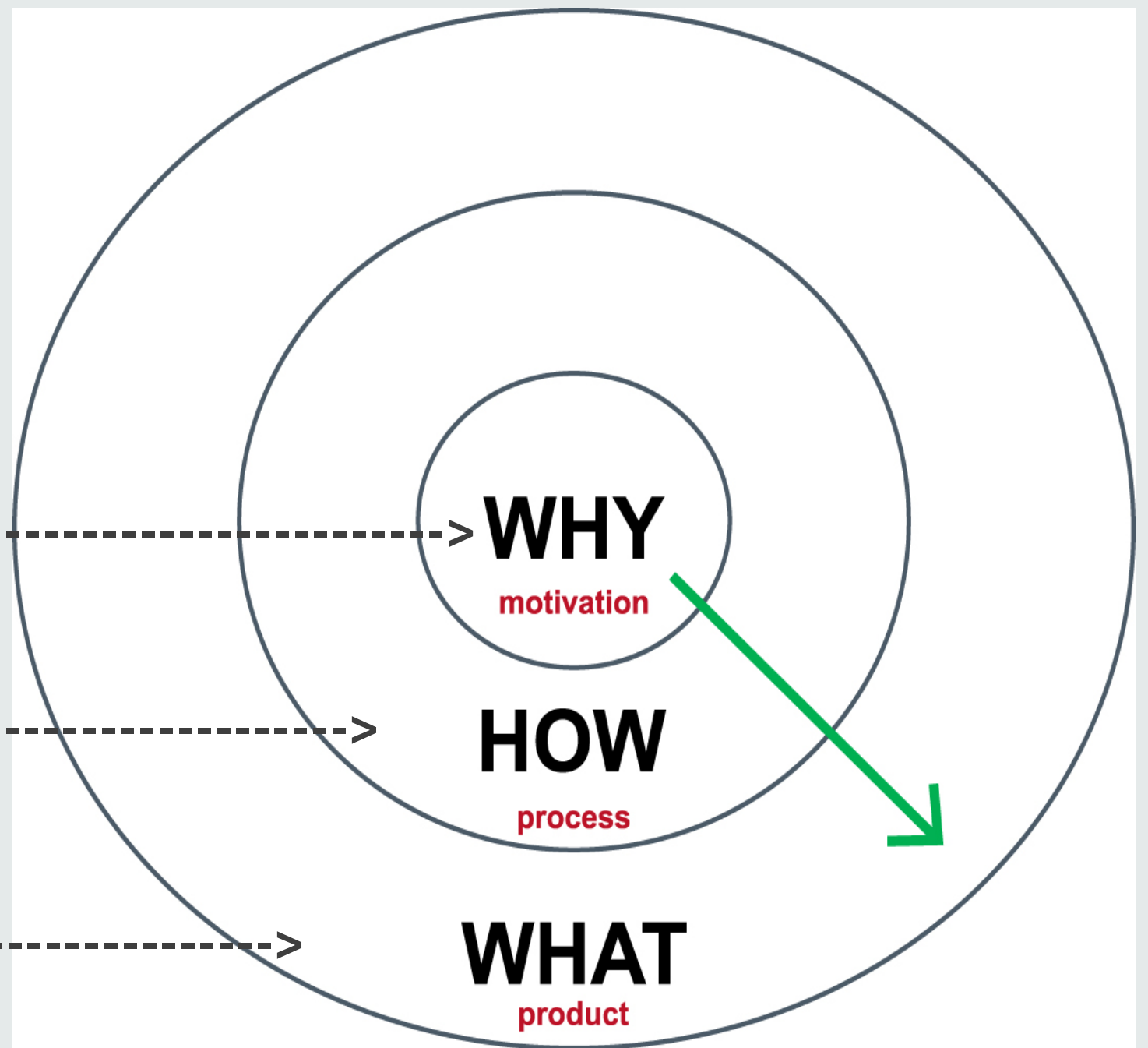
What --> How --> ???



Limbic System (emotion)

Neocortex (reasoning)

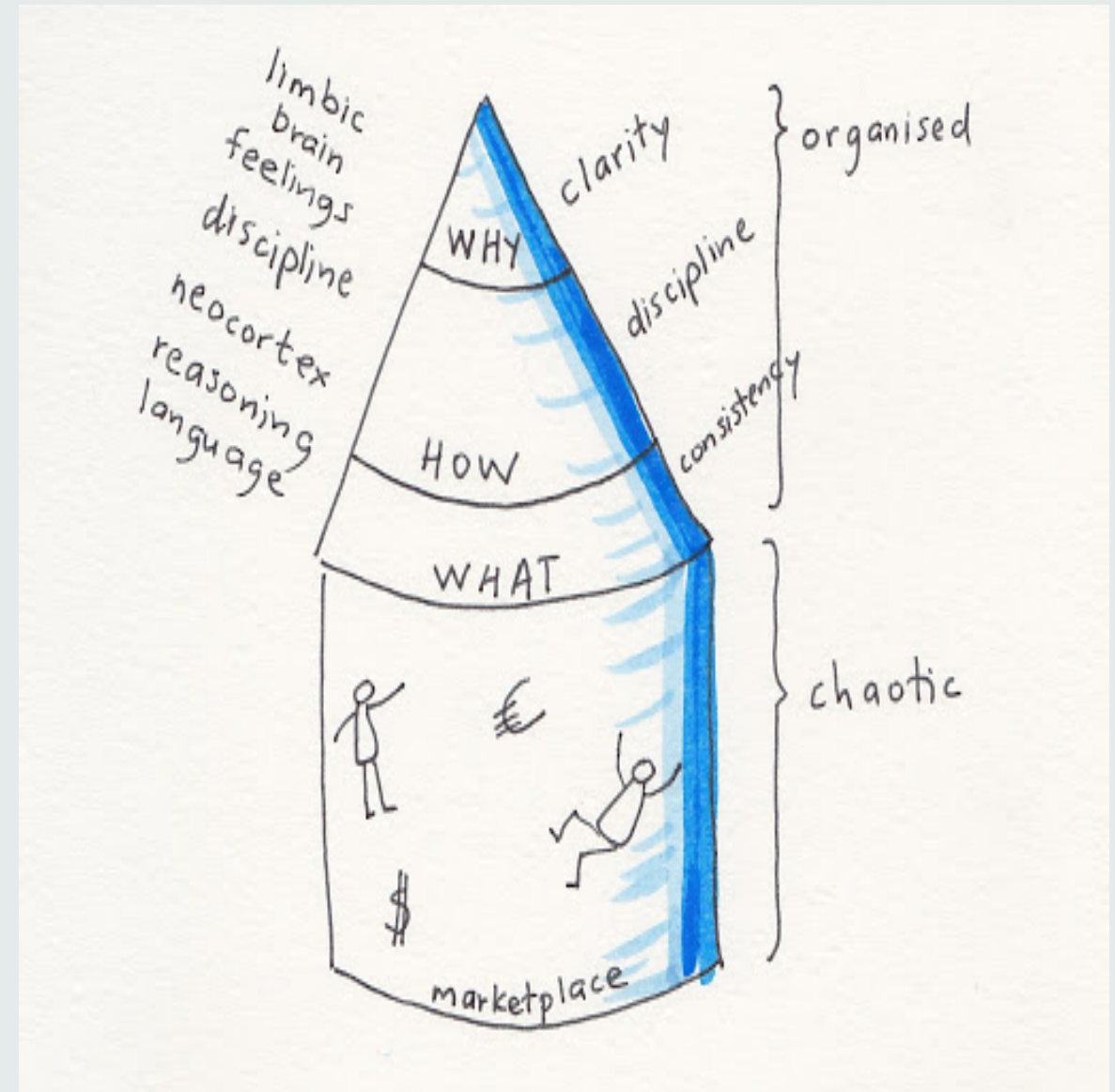
Neocortex (language)

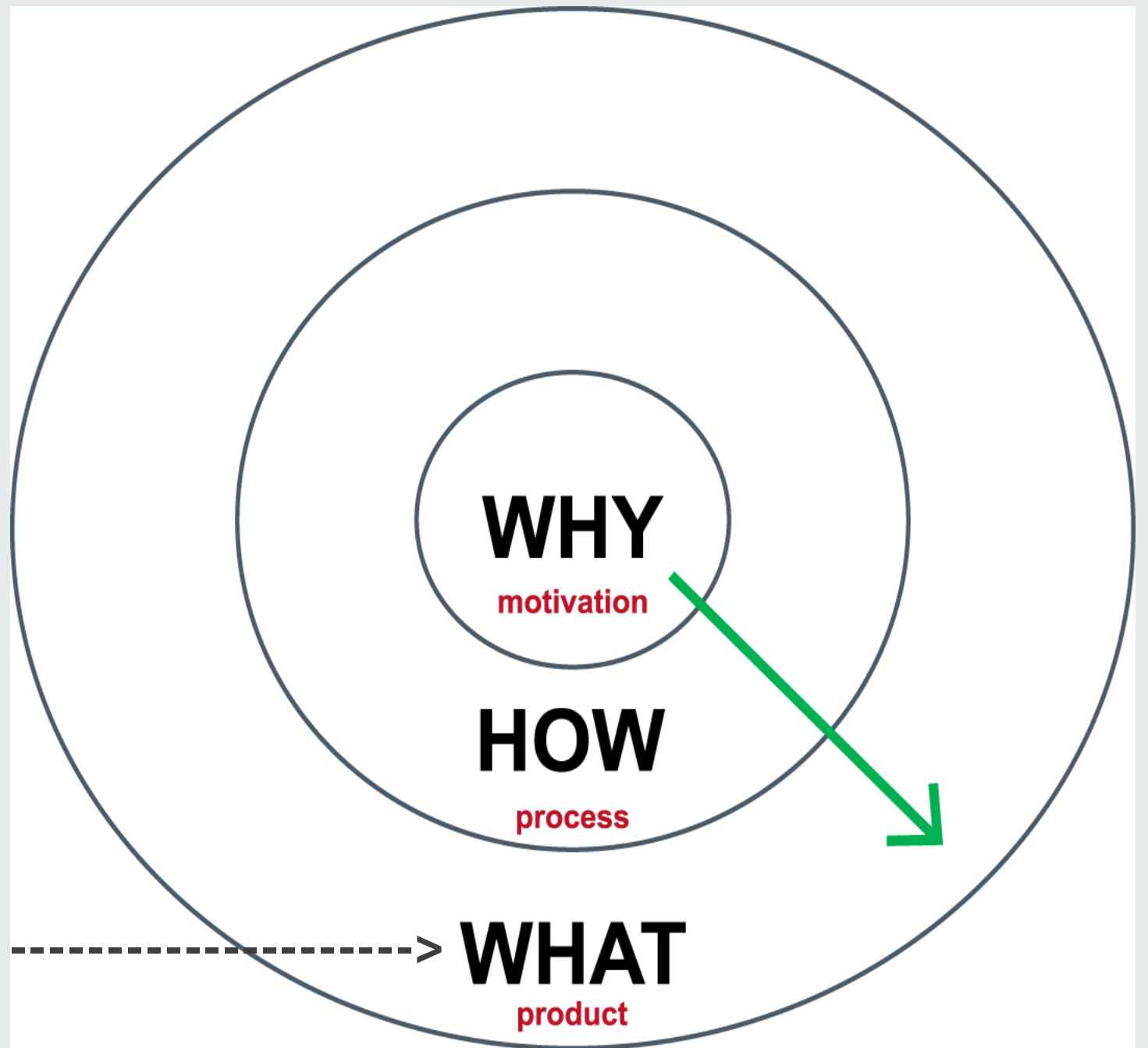


“WHY is just a belief,
HOWs are the actions we
take to realize that belief,
and WHATs are the results
of those actions.

When all three are in
balance, trust is built and
value is perceived.”

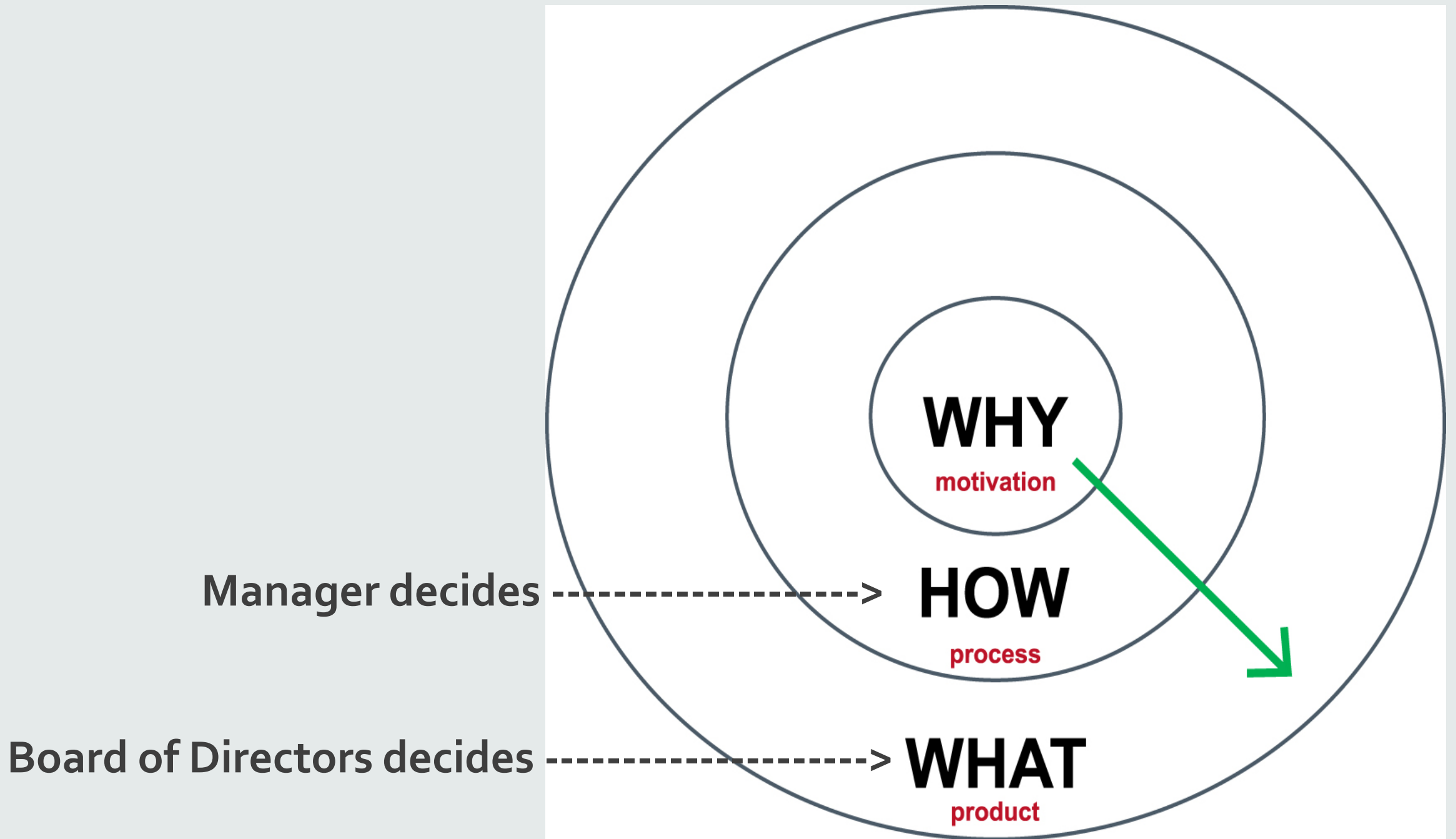
-Simon Sinek





Board of Directors decides

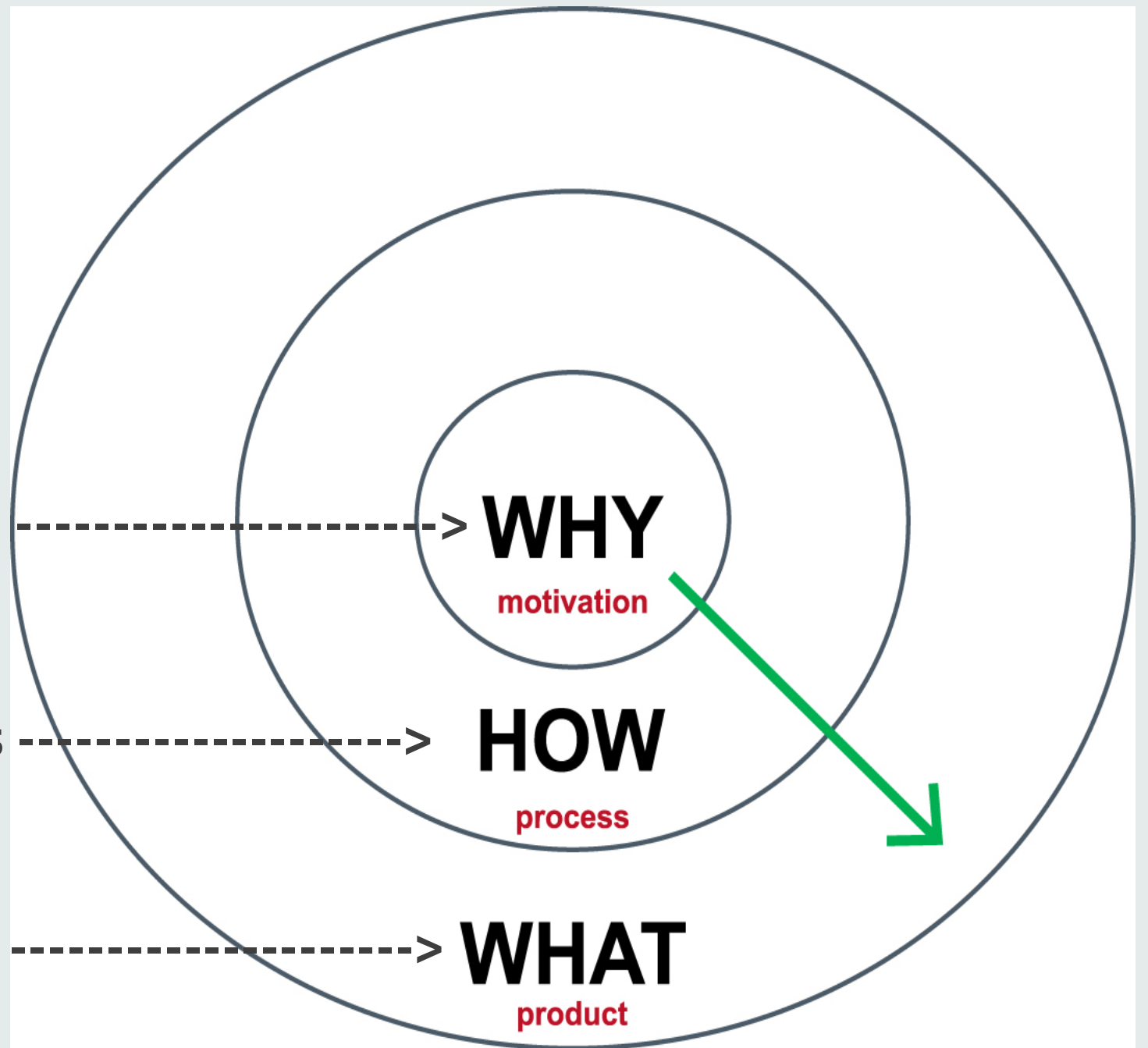
WHAT
product



???

Manager decides

Board of Directors decides

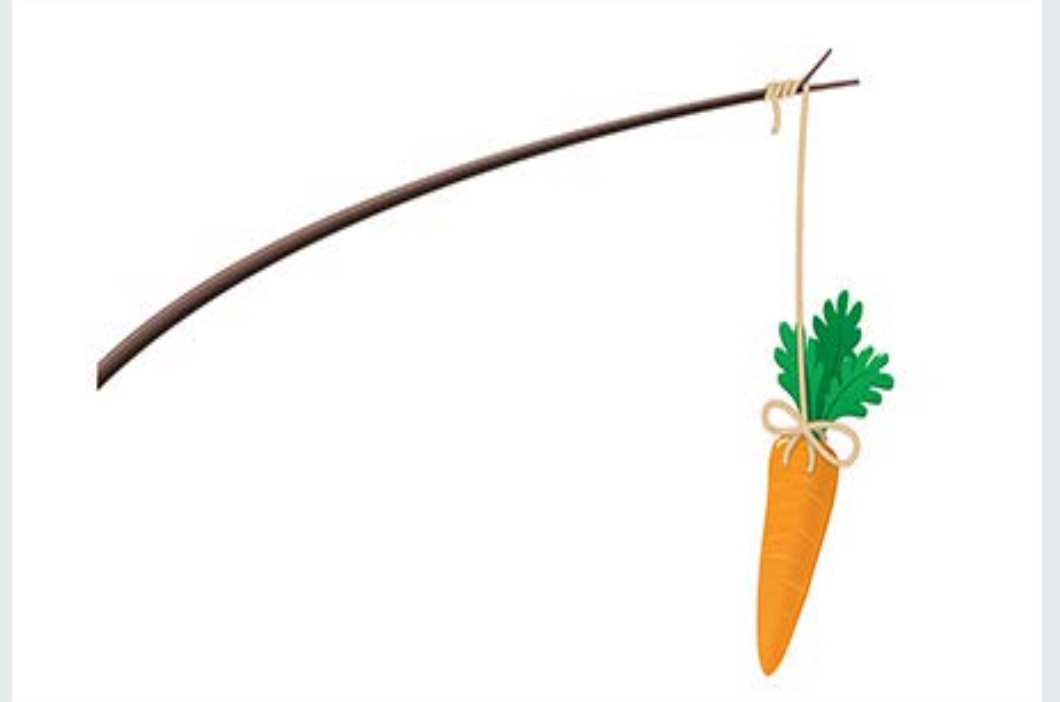


If you want to build a ship, don't
drum up the men to gather wood,
divide the work, and give orders.
Instead, teach them to yearn for the
vast and endless sea.

-Antoine de Saint-Exupéry



Mission
vs.
Purpose
vs.
Behaviors



What --> How --> ???



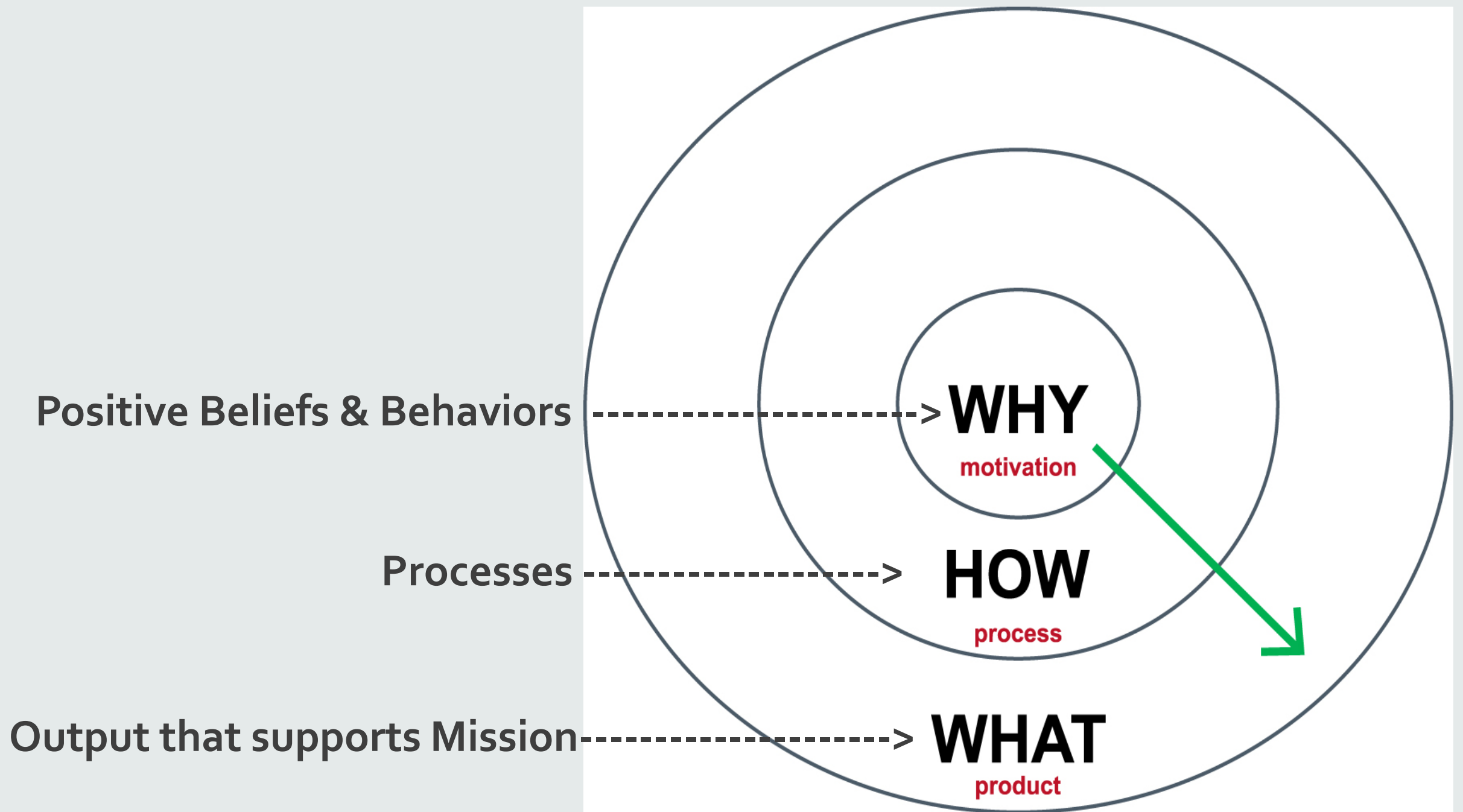
Generic District Mission/Vision Statements:

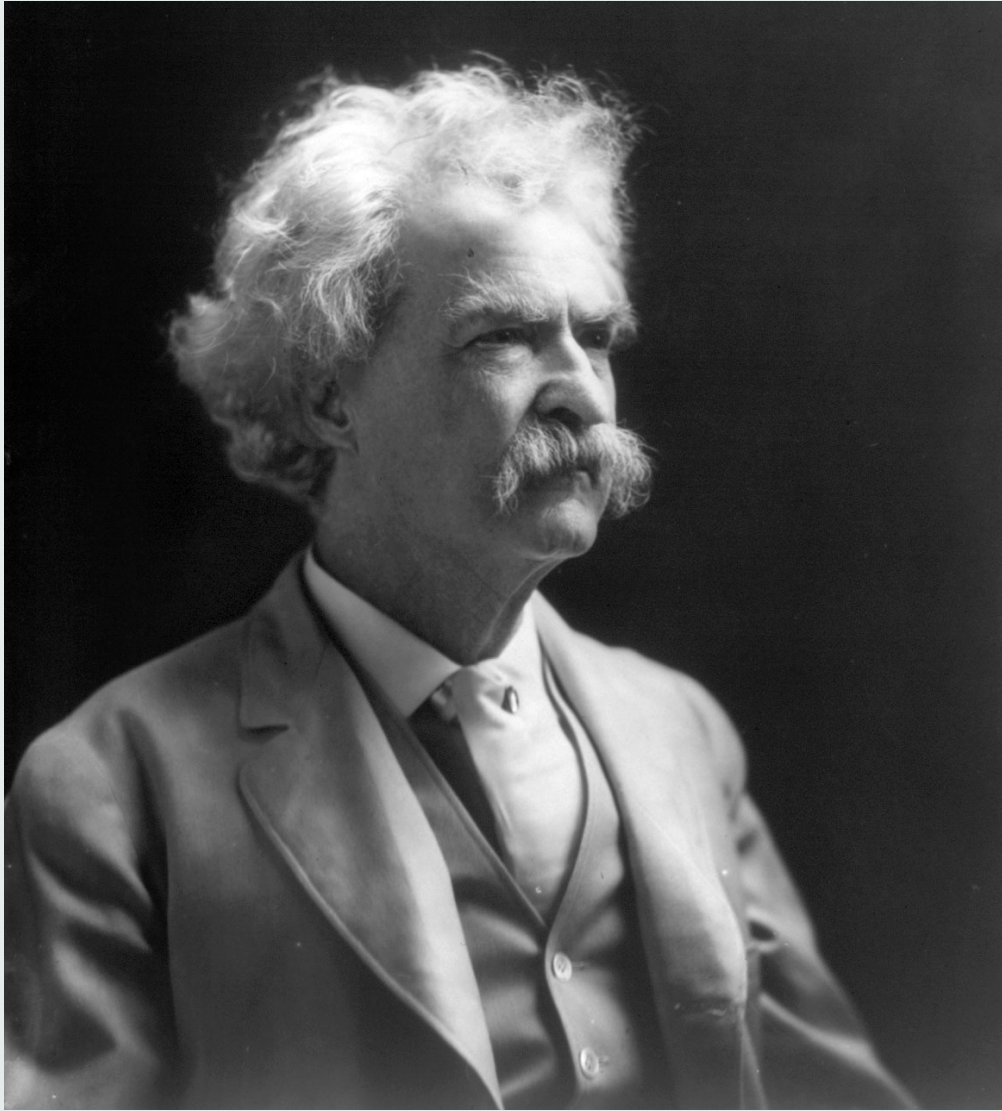
- The mission of our District is the protection, preservation, and enhancement of our County's natural resources by providing technical assistance and educational guidance.
- Our District is committed to the long-term protection and sustainable use of our County's natural resources. We accomplish this through partnership, education, technical assistance, planning, enforcement, and leadership.
- To ensure the responsible use of our County's natural resources; protect and restore the natural environment; promote public health and safety; and enhance the quality of life for all county residents.

Mission Statement that Starts with Why:

Our mission is to enhance the quality of life for all county residents. We do this by protecting and restoring the natural environment to promote public health and safety and to ensure the responsible use of our County's natural resources.

Why → How → What

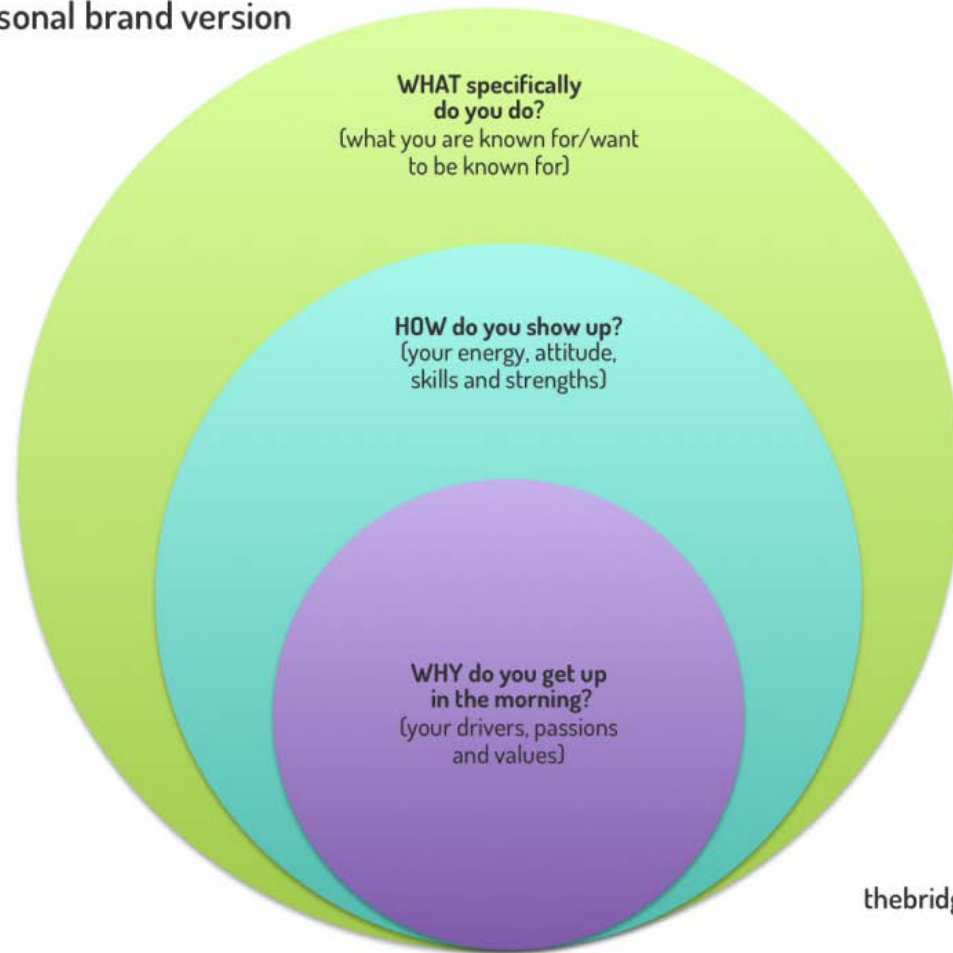




The two most
important days in your
life are the day you are
born and the day you
find out why."

– Mark Twain

The Golden Circle –
the personal brand version



thebridgecoaching.com.au



Podcasts, online courses,
and other resources
available at:
SimonSinek.com

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