

THE POWER OF

WHY



POINTS OF PRIDE

Organization Wide:

I LOVE being a part of my organization because...

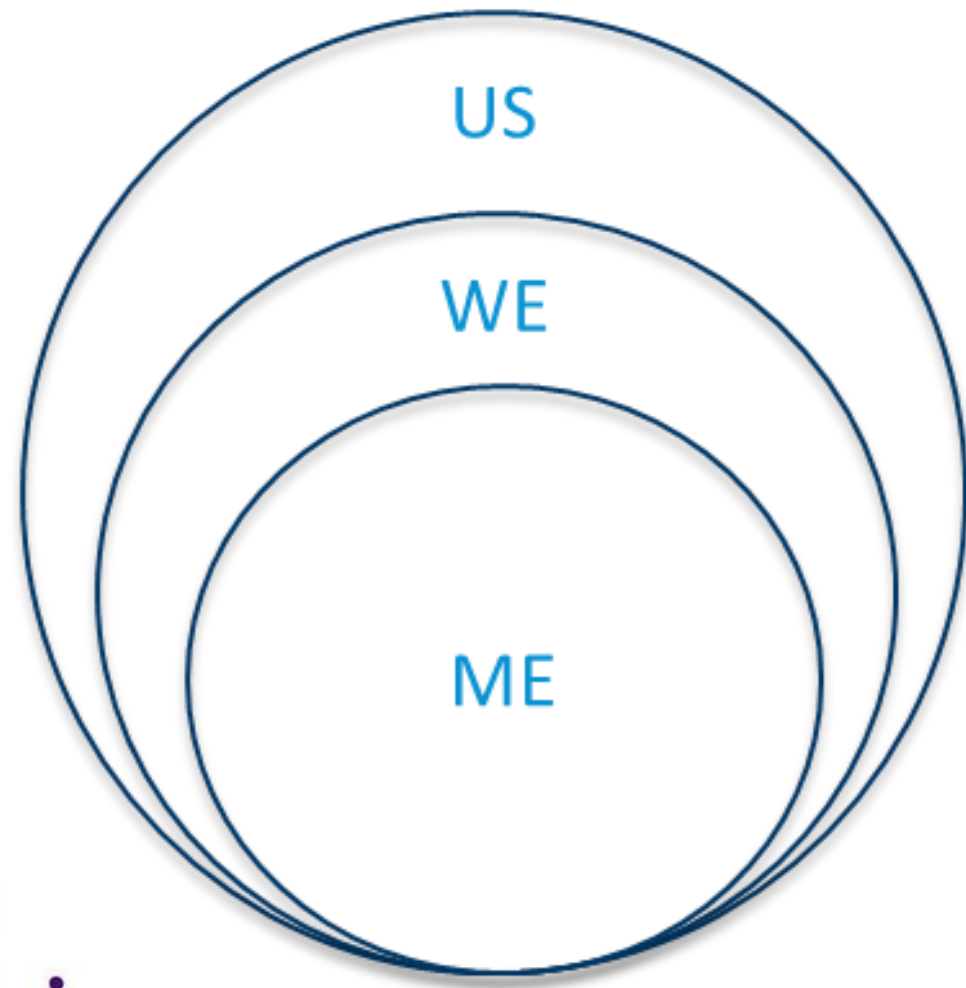
My Department/Team/Area:

My team ROCKS at ... and an example is ...

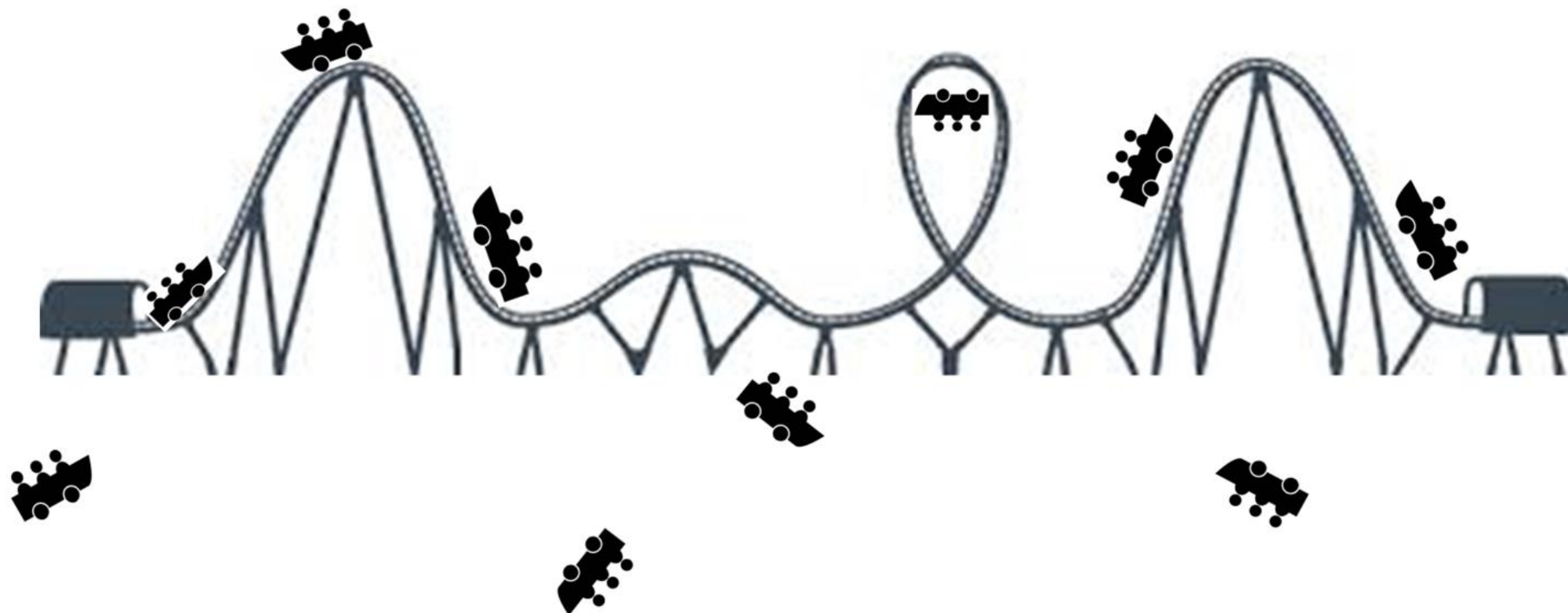
My Personal Point of Pride:

MY handprints and/or “heartprints” are all over ...

(wouldn't have happened without my influence)



The REAL Reality



In Times of CHANGE

Need to feel you are a part of a COMMUNITY

(No tuning into the W.I.F.M. Channel)

Valued Member

Winning Team

Meaningful Work

Environment of Trust



THE POWER OF

W

WHERE

...are you going? (Vision)

H

HOW


...do you stay on track? (Values)

Y

WHY

...do you do what you do? (Purpose)





“We don’t get burned out
because of *what* we do.
We get burned out because
we forget *why* we do it!”

JON GORDON, THE SEED



DON'T QUIT



THE POWER OF



WHERE

...are you going? (Vision)



HOW

...do you stay on track? (Values)



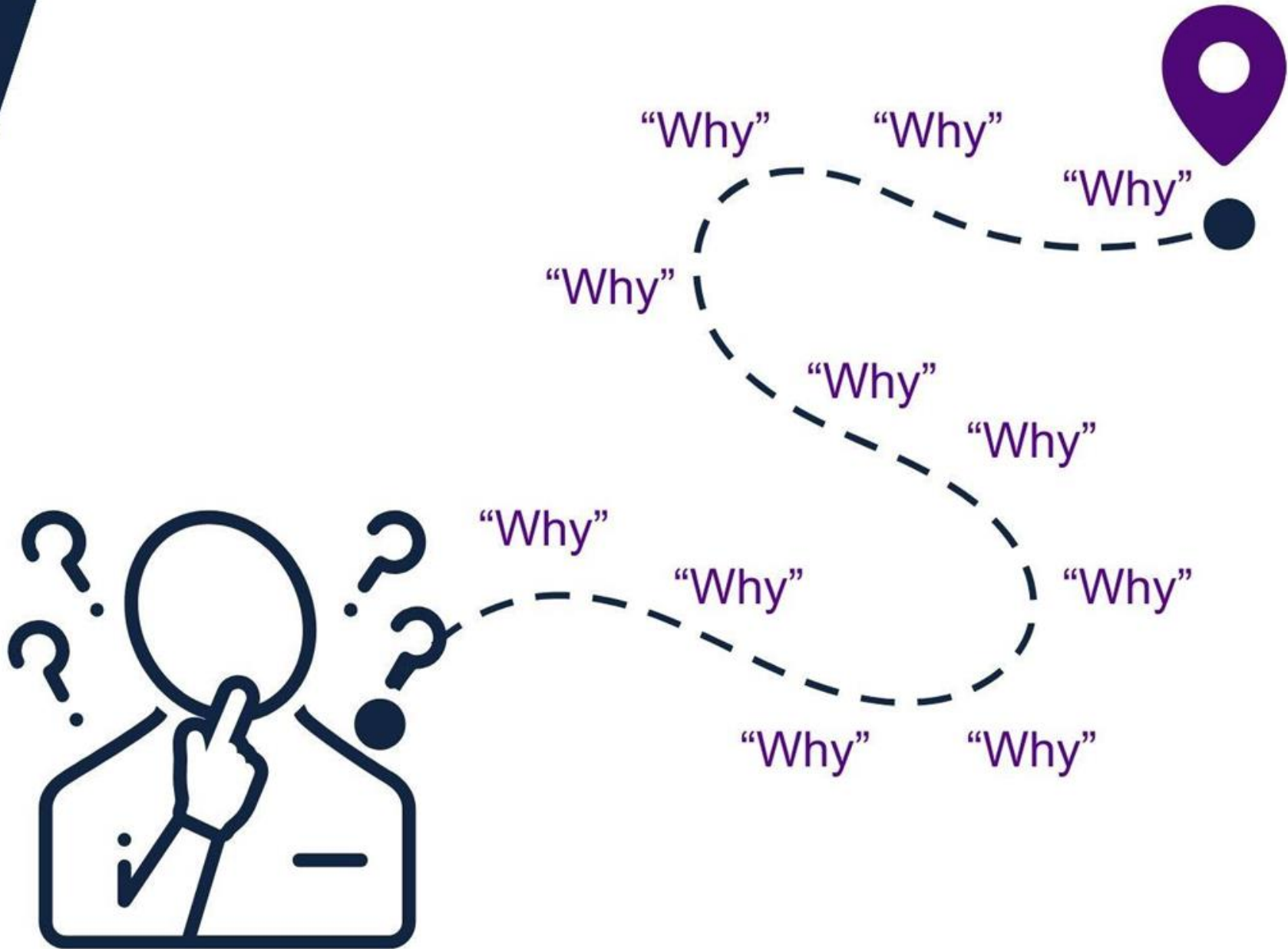
WHY

...do you do what you do? (Purpose)

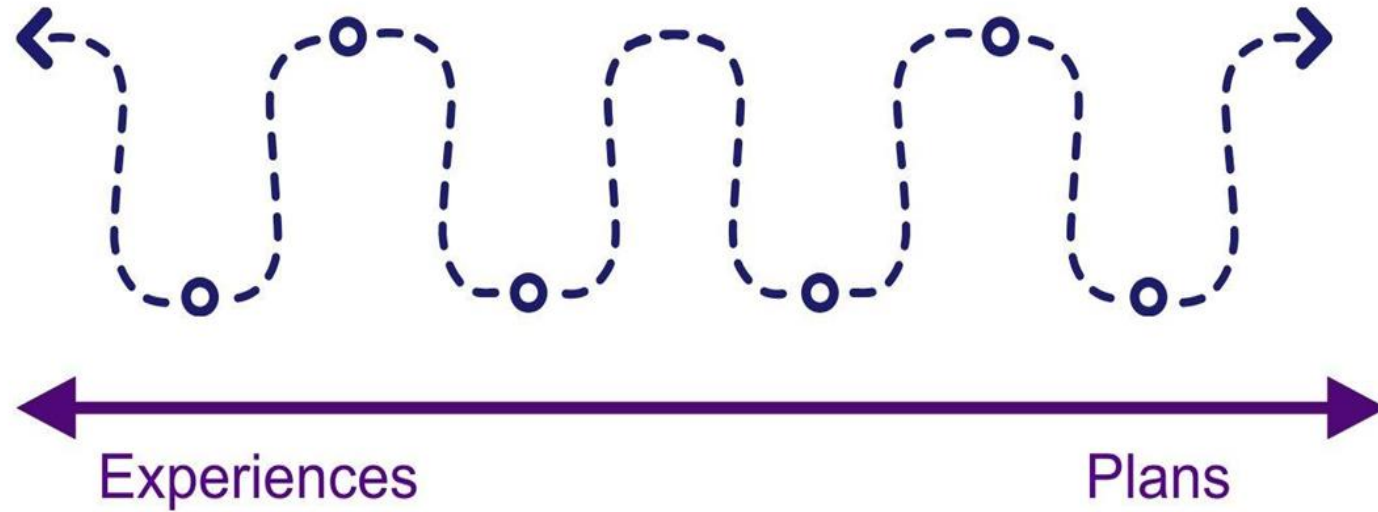




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HOW DO YOU WANT TO BE REMEMBERED





***Where Are
You Going?
(Vision)***

THE POWER OF



WHERE

...are you going? (Vision)



HOW

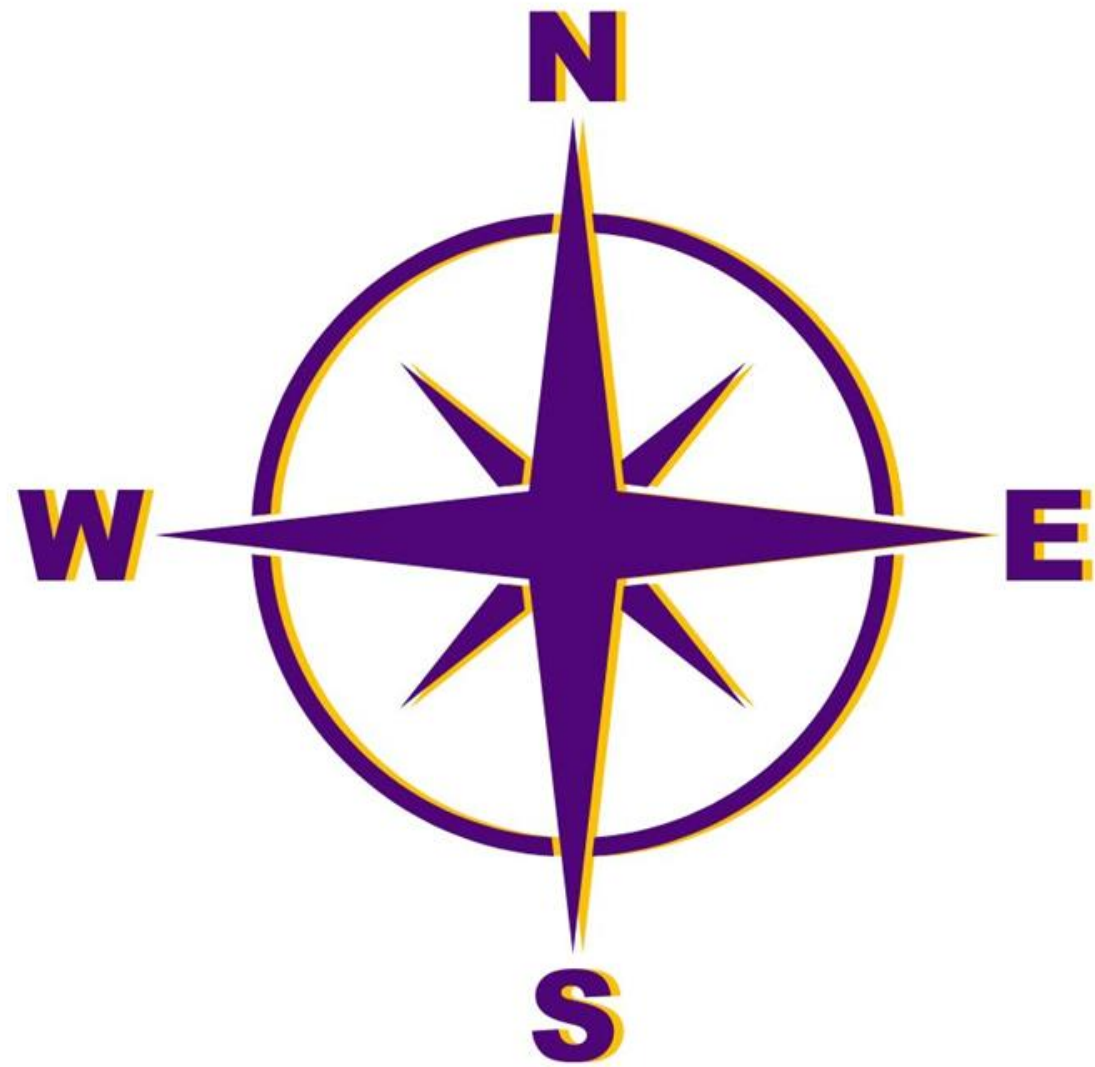
...do you stay on track? (Values)



WHY

...do you do what you do? (Purpose)





Vision

ICA is the champion and facilitator for Iowa's community-based broadband providers.

Values

The Iowa Communications Alliance believes in:

- Inspiring Iowa's community-based broadband providers
- Focusing on the needs of our members
- Building and conveying trust through strategies, policies and best practices
- Positioning the organization to be proactive and innovative
- Leading the discussion of broadband communications in Iowa

***HOW DO YOU
STAY ON TRACK?
(Values)***

THE POWER OF



WHERE

...are you going? (Vision)



HOW

...do you stay on track? (Values)





WHY

...do you do what you do? (Purpose)







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because of *what* we do.
We get burned out because we
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JON GORDON, THE SEED



Deciding to be passionate leads you to your purpose.

***WHY DO YOU DO
WHAT YOU DO?
(Purpose)***

THE POWER OF

Growth Goggles



W

WHERE

...are you going? (Vision)

H

HOW

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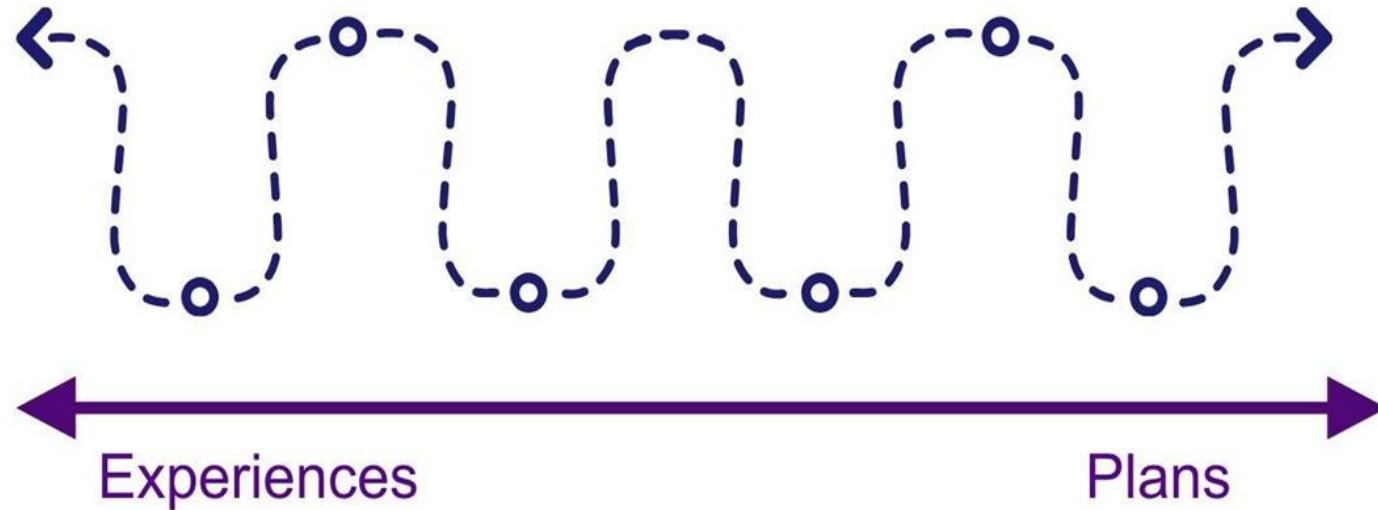
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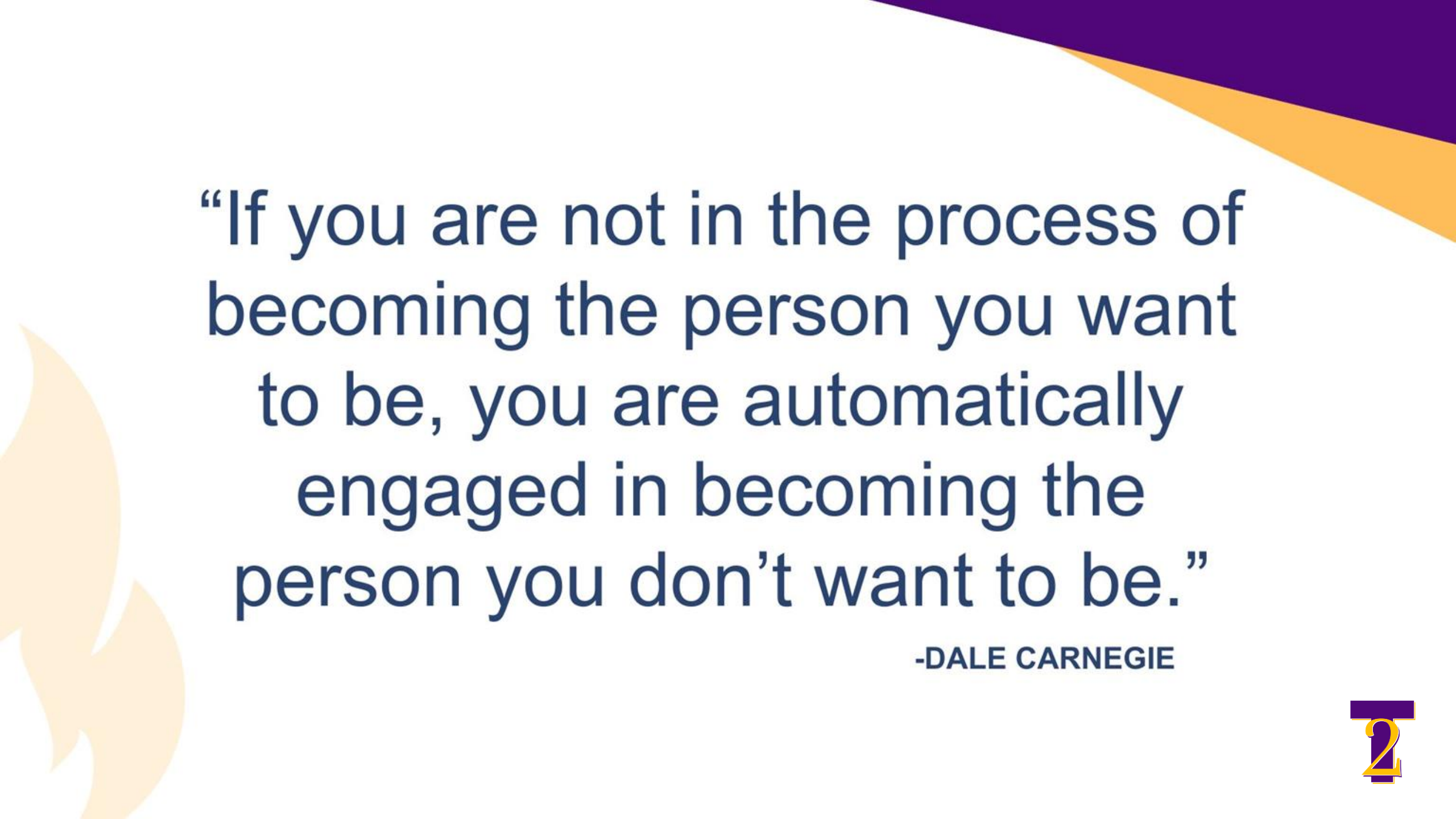
WHY

...do you do what you do? (Purpose)



HOW DO YOU WANT TO BE REMEMBERED





“If you are not in the process of becoming the person you want to be, you are automatically engaged in becoming the person you don’t want to be.”

-DALE CARNEGIE



Don't Quit

When things go wrong, as they sometimes will,
when the road you're trudging seems all uphill,
when the funds are low and the debts are high,
and you want to smile but you have to sigh,
when care is pressing you down a bit - rest if you
must, but don't you quit.

Life is queer with its twists and turns.
As everyone of us sometimes learns.
And many a fellow turns about when he might
have won had he stuck it out.

Don't give up though the pace seems slow - you
may succeed with another blow.


Often the goal is nearer than it seems to a faint and
faltering man; Often the struggler has given up
when he might have captured the victor's cup;
and he learned too late when the night came
down,
how close he was to the golden crown.

Success is failure turned inside out - the silver tint
of the clouds of doubt, and when you never can tell
how close you are, it may be near when it seems
afar;
so stick to the fight when you're hardest hit - it's
when things seem worst, you must not quit.

- Edgar Albert Guest

THANK YOU!

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