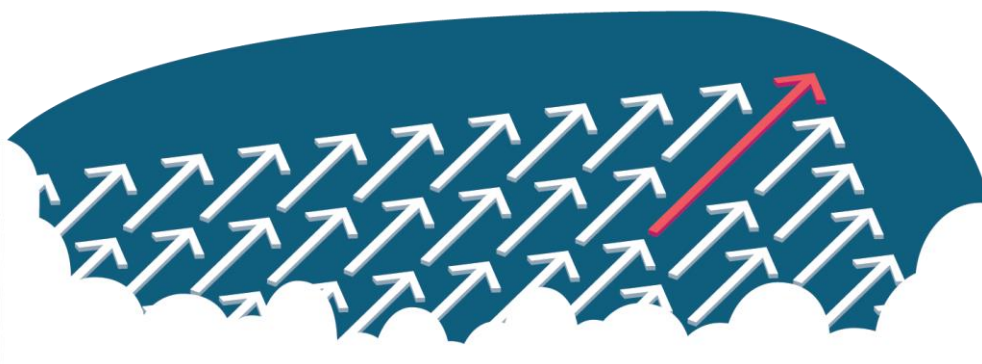


*“There are leaders and there are those who lead. Leaders hold a position of power, or authority, but those who lead, inspire us ... we follow those who lead not because we have to, but because we want to ... . It’s those who start with ‘why’ that have the ability to inspire those around them or find others who inspire them.”*

Simon Sinek

## What is your “why?”

Develop a 60 to 90 second elevator speech about your program, why it’s worth partnering with, volunteering for or funding. Practice it routinely.



## Leaders...

- know their “why?”
- make hiring decisions based on a current job description and program needs, considering community and cultural needs.
- share honest information with potential hires about the rewards and challenges of the job.
- generate a work design process that benefits employees and the program.
- assign cases thoughtfully and intentionally, considering geography, difficulty level of the case and the interests of the family support professional.
- allow staff to work in a way that utilizes their strengths and preferences.
- lead staff through inevitable changes in family support work.

## Six Basic Human Needs according to Tony Robbins

1. **Certainty** – Predictability in our environment and relationships
2. **Uncertainty** – Uncertainty and variety prevent boredom and help us engage fully
3. **Significance** – Everyone wants to feel unique, special, important and needed
4. **Connection and love** – We need to feel connected to others and appreciated
5. **Growth** – We need to feel like we are growing and evolving and moving forward rather than stagnant
6. **Contribute beyond ourselves** – Giving to others makes us feel connected to a larger purpose beyond ourselves

## Resources

### Chapter 1: Welcome

- Welcome – [Video](#)

### Chapter 2: Begin with the “Why?”

- The Perils of Advanced Training - [Transcript](#)
- Knowing the “Why?” - [Video](#) and [Transcript](#)

### Chapter 3: What Human Beings Need

- The Unpleasant Site Visit - [Handout](#)
  - Case study #1 - [Video](#)
  - Case Study #2 - [Video](#)
- Six Needs for Human Beings - [Handout](#)

### Chapter 4: Hiring and Motivating Staff

- Successful Hiring Before the Interview – [Handout](#)
- Successful Hiring During and After the Interview - [Video](#) and [Handout](#)
- Motivating our Staff, TED Talk - [Video](#) and [Transcript](#)
- Work Design in Regard to Case Assignment - [Handout](#)
- Work Design and Other Job Duties - [Handout](#)

### Chapter 5: Maximizing Strengths

- Deconstructing Reflective Supervision - [Handout](#)
- Identifying Strengths and Using Strengths – [Transcript](#)
  - Identifying Strengths vs. Using Strengths Scenario 1 – [Video](#)
  - Identifying Strengths vs. Using Strengths Scenario 2 - [Video](#)
- Using Strengths to Address Challenges Vignette - [Video](#)
- Values in Action Signature Strengths Questionnaire - [Handout](#)

### Chapter 6: Leading Change

- The Transtheoretical Model of Change (TTM) – [Handout](#)
- Tips for Learning Through Change - [Video](#) and [Transcript](#)