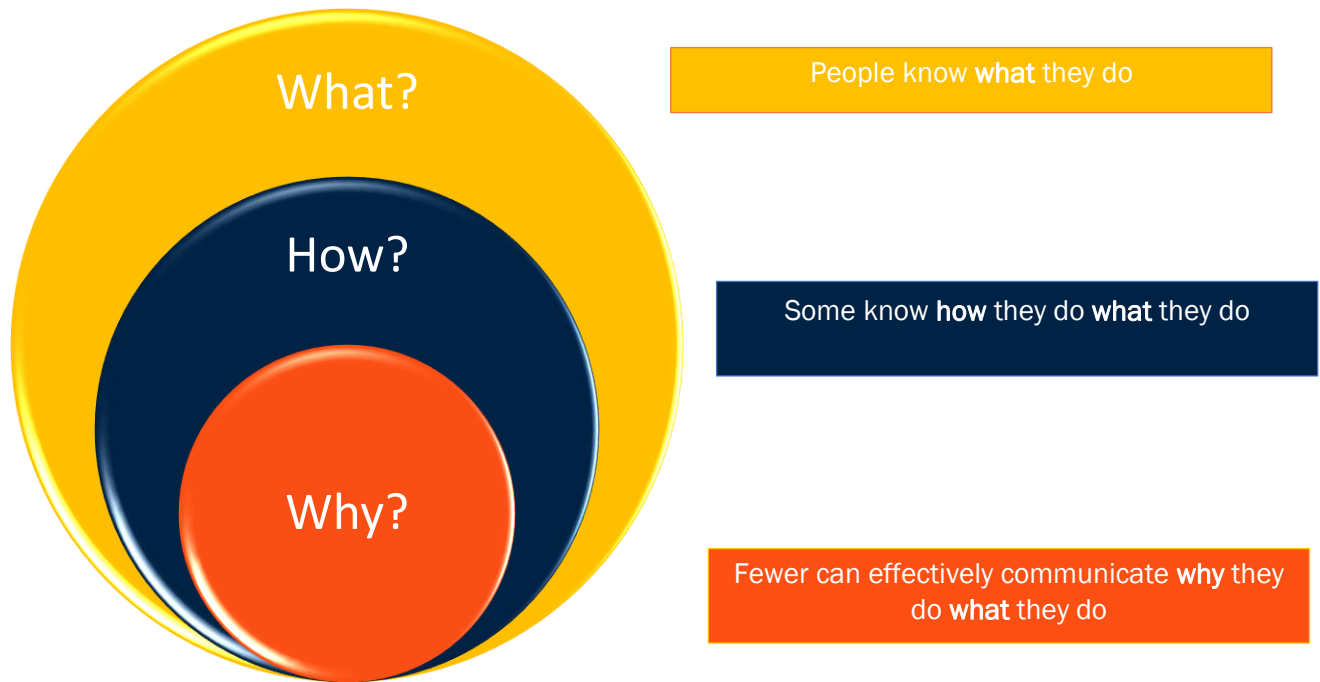


The Golden Circles - Why?



The hope is that this guide can be used by individuals exploring their sense of calling.

It focuses on helping people identify what their 'why' is. Answering the 'why' question expresses an individual's reason for existing. It is the end to which all other things are directed. Adapted from original words by Richard Ellsworth

Knowing our 'why' enables us to make better and more effective choices that support mission, vision and our calling.

We are offering a process called the 'Possible Process' (from Sinek with, Mead and Docker 2017) as a step by step guide:

Step 1

- Find some time, a large piece of paper and a pen
- Jot down times when you felt most alive, most excited. No need for detail.
If you are finding this hard, maybe try this approach
 - When (in life recently - last 5 years) have you felt most alive / energised / proud / fulfilled?
 - How have these times affected you and what have you learnt as a result of them?
 - What has been the impact on others?
- Look at these golden nuggets. Think... do any of them shine more brightly than the others? If so, highlight those.
- Jot down some verbs and action phrases describing what you aspire to be.
- Take a break
- Is there anything you notice? Jot that down too. Any changes you want to make, make them.
With all you have noticed so far complete the 'Why Statement' activity (step 2)

Step 2

A 'Why Statement' should be: simple and clear, actionable, focused on the effect you will have on others, expressed in affirmative language that resonates with you.

Eventually it should fit into this format

I get up in the morning...

TO SO THAT

Examples:

Example 1 To embrace God's mission and advance God's kingdom **so that** people flourish, thrive, and embody shalom

Example 2 To build relationships **so that** the world can be a kinder place

Step 3

Ask someone else to look at what you have written.

Have a conversation with them, maybe using these questions to clarify if your 'Why' statement meets the criteria for this activity.

- Is it a contribution to advancing the kingdom of God – not a product or service?
- Does it answer the question – Why is this important?
- Is it inspirational, motivational, impacting and actionable?
- Does it use powerful words?
- Is it brief in length so people will remember it?
- Is it broad in scope to allow for future opportunities and change?

Adapted from Sheila Margolis <https://sheilamargolis.com/core-culture-and-five-ps/the-five-ps-and-organizational-alignment/purpose/>

How

Once we know the 'Why', we can consider the 'How':

'Hows' are actions

'Hows' make the why come alive

Attributes and adjectives – are not actions

For a good 'How', drop the 'ing' off the actions to make them clearer and pronounced.

Who

Some critics of this theory argue that it should start with 'who' rather than 'why', In business, this is probably a fair critique. However, the people of God are not selling something to an individual or company, they are servicing a missional God. We would argue that whilst loving our 'who' (our neighbour) is really important, and that we would do well to discern the context we are called to serve in, what is more important is understanding that our primary focus is serving the missio Dei. Our 'why' is because of our 'who' – God.

Example 1 completed

Why

To embrace God's mission and advance God's kingdom **so that** people flourish, thrive, and embody shalom

How

Have one foot in the church and one foot in the community;
Construct imaginatively - being creative, prophetic, contextual
Speak out - campaigning, acting, advocating, challenging;
See potential in others - coaching, empowering, encouraging, permission giving;
Push boundaries - working at the edges, trying new things, enlarging tents

What

Local church, local village's magazine, Methodist job, work into Calais, doing politics, writing, lecturing, social media

Example 2 completed

Why

Example 2 To build relationships **so that** the world can be a kinder place

How

Offering transformative supervision spaces
Have the time to notice, listen and respond
Sweat the small things, especially in community and politics

What

On the street, in my leadership actions, being actively present in the church and the community.

This material is based on original work by Simon Sinek – Start with Why (2009) and Find Your Why (2019). Illustrations and adaptations by Alison Ransome and Nigel Pimlott