Know your “Why”
Lead on Purpose

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The five “W’s” is currently a mainstay of management...

- Who will do it
- What will they do
- Where will they do it
- When will they do it...
...but do you know “why” you do what you do?
but do you know “why” you do what you do?

...does your team understand “why” they do their jobs?
“It is not enough to be busy. So are the ants. The question is: What are we busy about?”

—Henry David Thoreau
Leading on purpose means...

- Communicating mission
- Understanding your team
- Encouraging collaboration
- Generating enthusiasm
- Demonstrating gratitude
Leading on purpose will...

- Maximize the efforts of your team
- Lead to intentionality in the team’s efforts
- Create accountability
- Promote ownership
Leading on purpose is personal... so know your “why”
My story

“Never be ashamed of humble beginnings”
What is your “Why”...
What is your “Why” ...

Earn a living?
What is your “Why”…

Earn a living?

Stay in Blacksburg?
What is your “Why” ...

Earn a living?
Stay in Blacksburg?
Challenge your comfort zone?
What is your “Why”...

Earn a living?
Stay in Blacksburg?
Challenge your comfort zone?
Make a difference?
Make a difference is part of everyone’s “Why” at Virginia Tech... even if you didn’t know it...
Our efforts enable students to progress and to attain their college degree.
Destroy the “What I do doesn’t matter” attitude.
Do you think about your "why"?
...or do you simply mark you days with just "getting by"
Do you lead yourself?
Help drive
don’t just ride.
If you seek to lead, invest at least 50% of your time in leading yourself—your own purpose, ethics, principles, motivations, conduct. Invest at least 20% leading those with authority over you and 15% leading your peers.

—Dee Hock, Founder and CEO Emeritus, Visa
I will...
I will win!
Why?
Because I have faith, courage, and enthusiasm.
Thank you for all that you do.