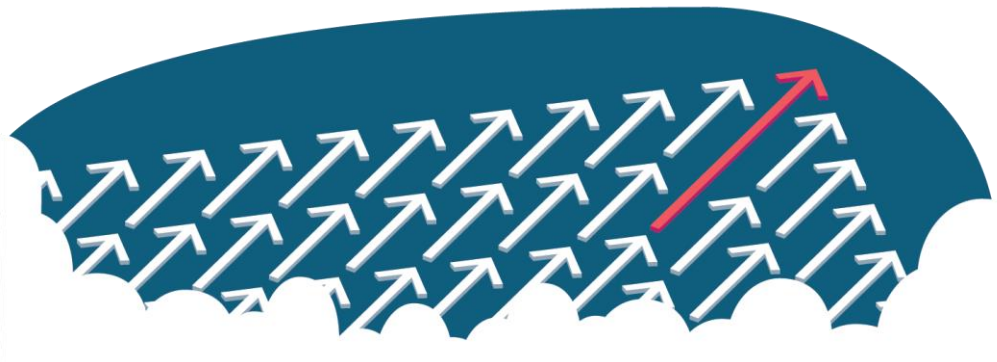


“There are leaders and there are those who lead. Leaders hold a position of power, or authority, but those who lead, inspire us ... we follow those who lead not because we have to, but because we want to It’s those who start with ‘why’ that have the ability to inspire those around them or find others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

Chapter 2: Begin with the “Why?”

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

Chapter 3: What Human Beings Need

- The Unpleasant Site Visit - [Handout](#)
- 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](#)

Chapter 6: Leading Change

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