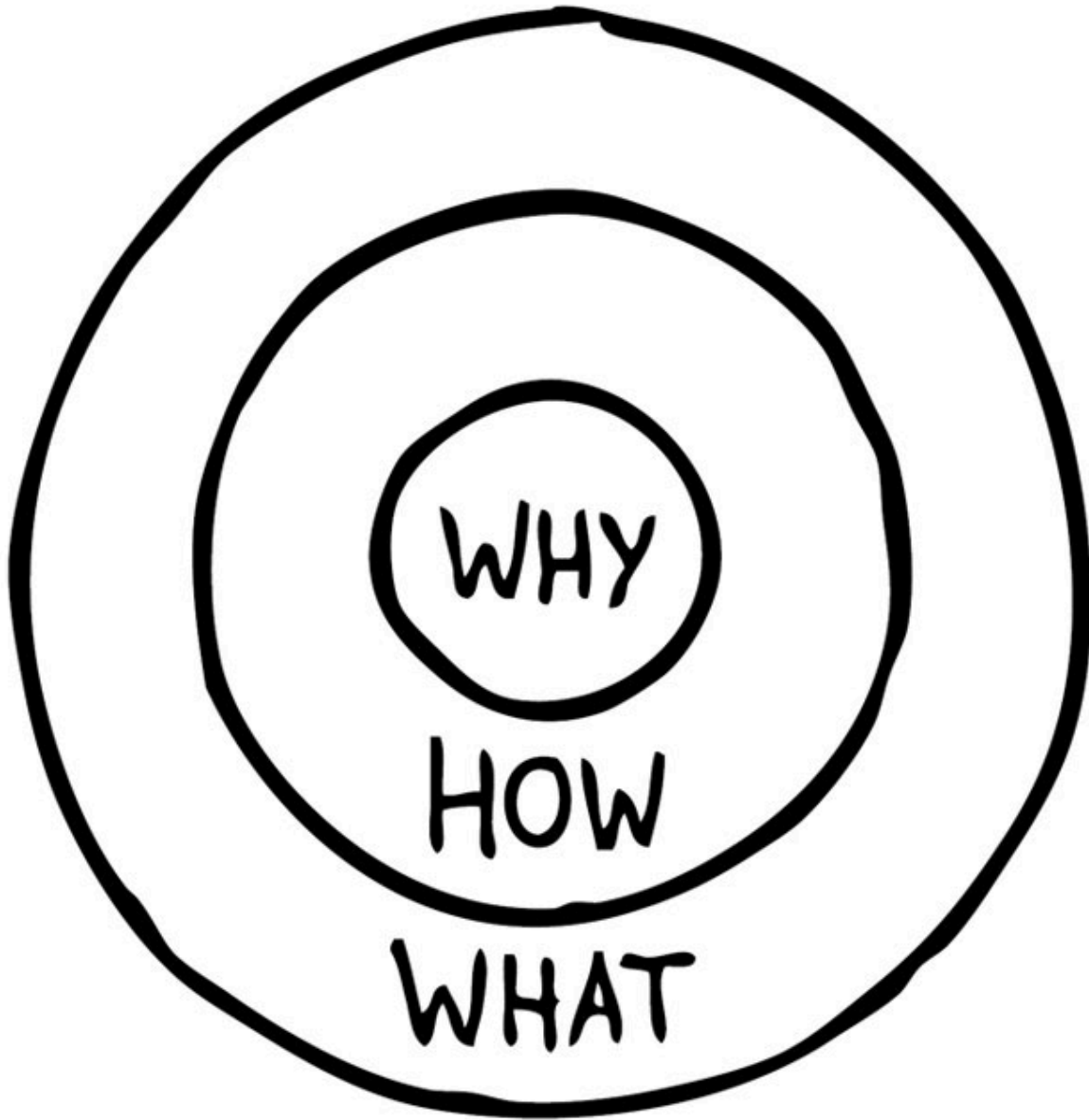


Fenton Pride Collective Board Meeting
Wednesday, November 13, 2024
Connie Lee's House – 6:00 PM
<https://meet.google.com/jro-yyae-ukm>

- I. CALL TO ORDER**
- II. MEETING NORMS**
- III. ROLL CALL**
- IV. APPROVAL OF MINUTES & AGENDA**
- V. PUBLIC COMMENTS**
- VI. REPORTS OF OFFICERS**
 - a. **PRESIDENT**
 - b. **VICE PRESIDENT**
 - c. **TREASURER**
 - d. **RECORDING SECRETARY**
 - e. **CORRESPONDING SECRETARY**
 - f. **MARKETING DIRECTOR**
 - g. **SOCIAL MEDIA DIRECTOR**
 - h. **HIGH SCHOOL REPRESENTATIVE**
- VII. REPORTS OF COMMITTEES**
 - a. **VOLUNTEER**
 - b. **EVENTS & FUNDRAISING**
- VIII. OLD BUSINESS**
- IX. NEW BUSINESS**
 - a. End-of-year Donation(s)
 - b. Board Committees
 - c. Fenton Pride 2025
 - i. Committees
 - d. Workshop
 - i. Our WHY
- X. ANNOUNCEMENTS**
- XI. ADJOURNMENT**

The Golden Circle



In 2009, Simon Sinek gave a TED talk titled “How Great Leaders Inspire Action.” In the talk, he explained the concept of the Golden Circle, a tool to help leaders create a strategy for communicating with others in a way that motivates them. The talk has since been viewed over 60 million times on the TED website, and it’s in third place for the most-watched video on the site.

The TED talk is based on Sinek’s book, *Start with Why: How Great Leaders Inspire Everyone to Take Action*.

Start with why

Sinek's work theorizes that successful companies and leaders start with the WHY instead of WHAT and HOW. In other words, you need to understand and communicate your organization's purpose before you get into all the details about how to accomplish it. This inspires actions, helps people understand why your organization is valuable, and, in the long run, makes the organization successful.

When you communicate the WHY, go beyond making money. Think more about your company's mission statement, the value you provide your customers, and what sets you apart from others in your field.

As you consider your WHY, think about the impact you want to have on the world and put it into words. When you communicate that purpose with others, they can connect with your passion.

Communicate the how

After you've focused on defining and communicating the WHY of your organization, you can move on to the HOW. Defining how you do things means finding the principles that guide your work.

In the end, articulating how you operate will help you achieve your WHY.

Describe the what

This is the easy part. After you've done the difficult work of communicating your WHY and HOW, you can move on to the details: WHAT it is you actually do.

Every organization knows what they do, but too many only know that much. If you only communicate the WHAT and skip the first two steps, you won't be able to connect as well with others. While they may intellectually appreciate what you have to offer, they won't share your passion for your impact or be on board with how you operate.

Essentially, your customers, employees, or fellows will have more of a surface-level relationship with you and your organization, and you'll lose opportunities to influence, motivate, and inspire others to action. Your WHAT needs to serve your clearly defined and communicated WHY.