

Starting with the 'Why'

www.dianesweeney.com

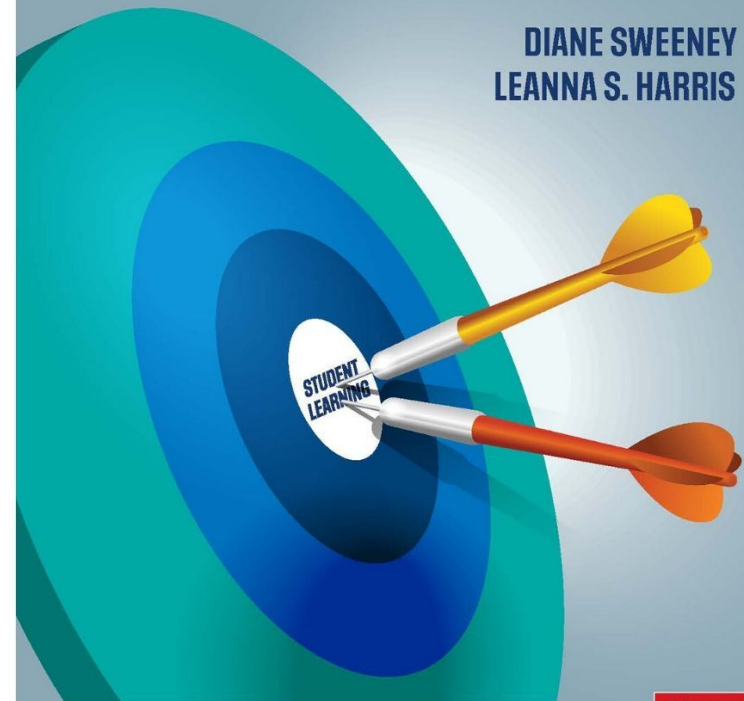
DIANESWEENEYCONSULTING
THE PLACE FOR STUDENT-CENTERED COACHING

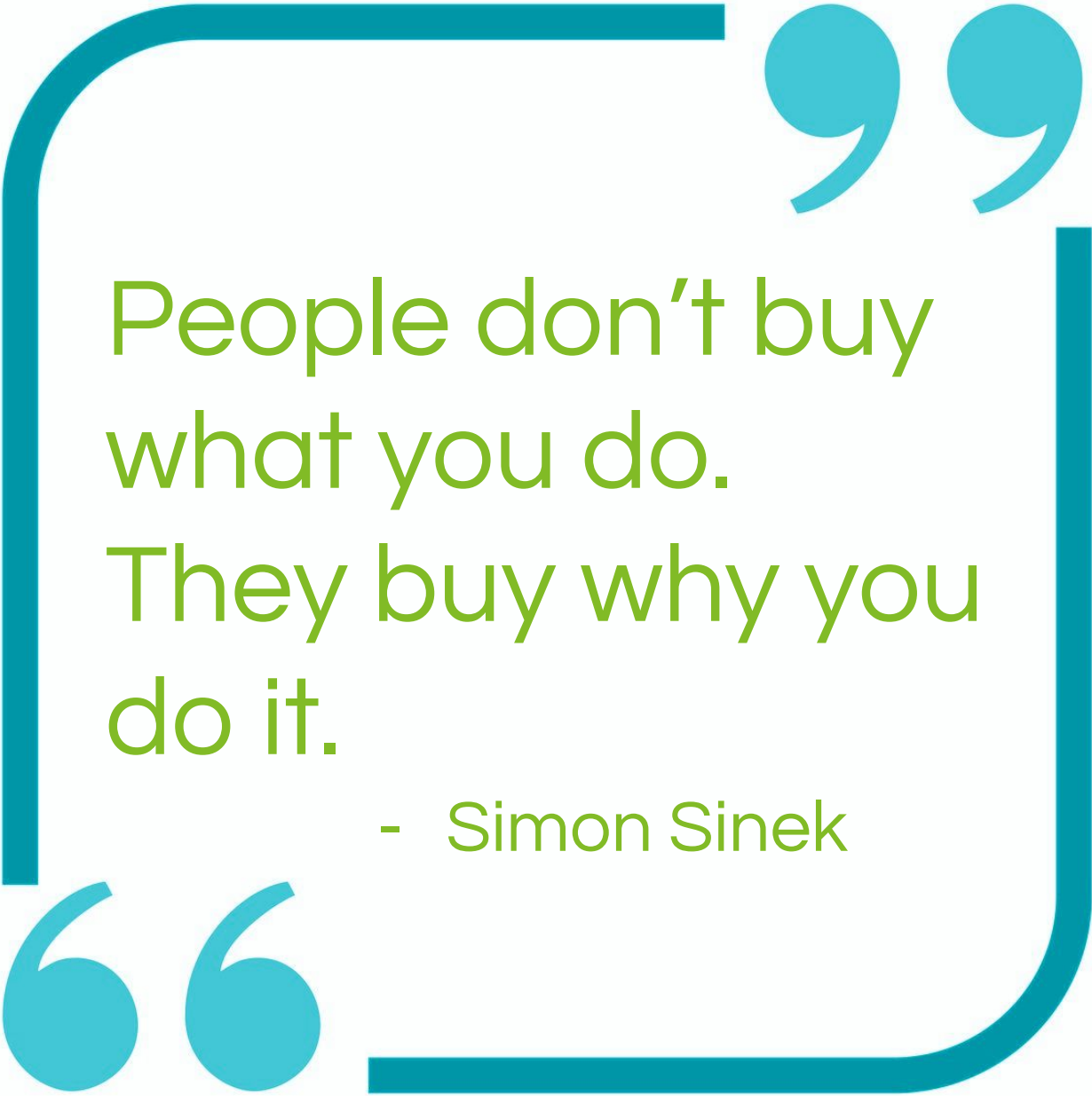
THE ESSENTIAL GUIDE FOR

STUDENT-CENTERED COACHING

What Every K-12 Coach and
School Leader Needs to Know

DIANE SWEENEY
LEANNA S. HARRIS

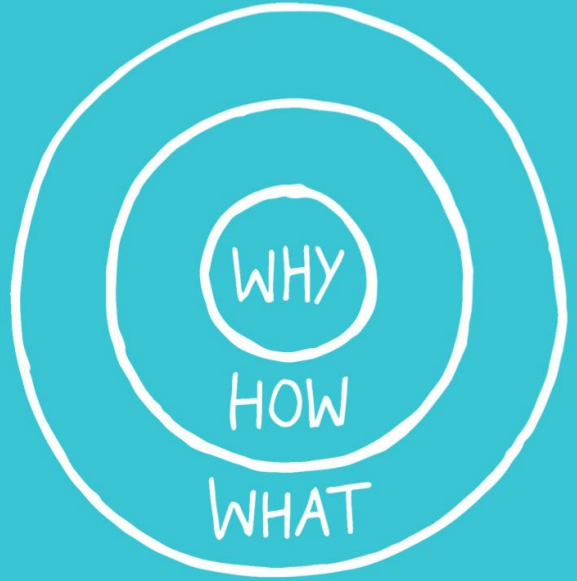


A teal graphic consisting of a thick line that forms a rounded rectangle with a double quote mark at the top right and a single quote mark at the bottom left. The text is centered within this frame.

People don't buy
what you do.
They buy why you
do it.

- Simon Sinek

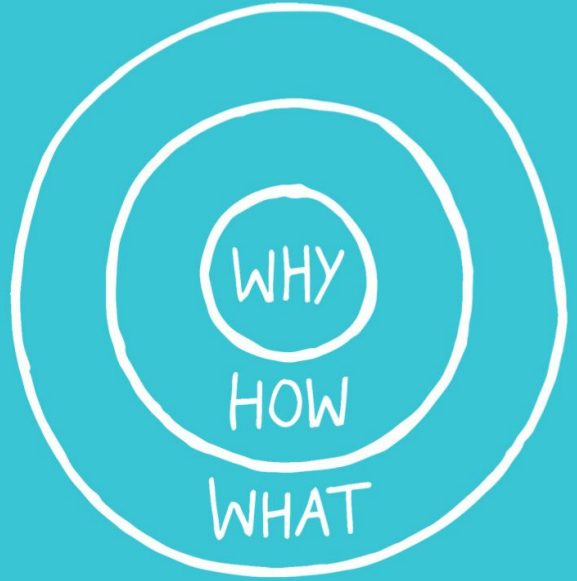
The Golden Circle



Name Your 'Why'

- Share your beliefs
- Be authentic to who you are
- Fill in the blank, "I am a coach because I believe and/or value..."

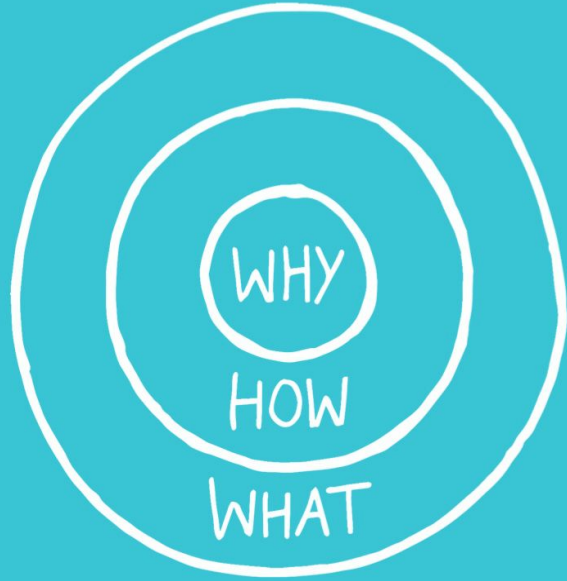
The Golden Circle



Name Your 'How'

- Share what engagement will involve (time, number of meetings, stages in a coaching cycle, etc.)
- Fill in the blank, "This is how we will work together..."

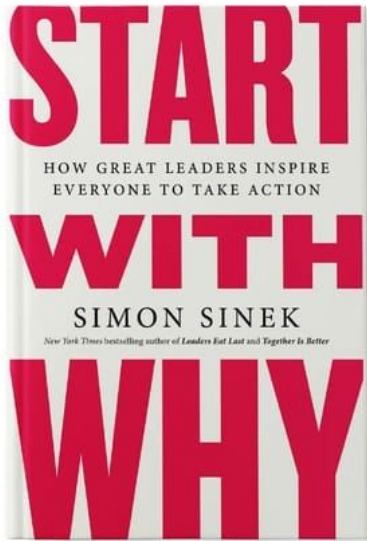
The Golden Circle



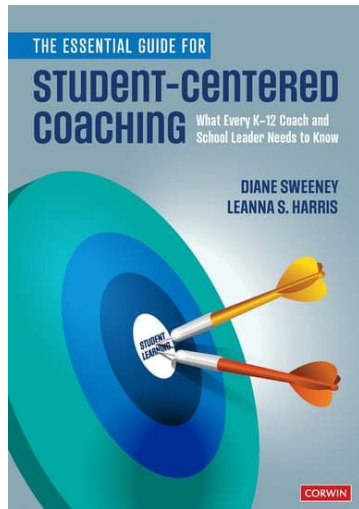
Name Your 'What'

- Share a bit about what coaching is in your own school context
- Include what you will be doing in your role
- Fill in the blank, "My role will include..."

For More Information



Read *Start with Why* by Simon Sinek



For more information, read chapter 6 in *The Essential Guide for Student-Centered Coaching*

Next Steps

Begin to craft your **why**. This will become a useful tool for your launch artifact. If you already have a set of beliefs, you can start there.