4 Steps to Performance

UW Marketing Team
March 24, 2011
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The Four Steps

• Know who you are
• Know why you are here
• Take action
• Facing challenges
Know who you are

• Knowing who you are and what you stand for
• Wearing One Hat
Know who you are

• Knowing what makes you feel most deeply alive
Know who you are

• Your values are clear and transparent
Know who you are

• You become purposeful, passionate, and persistent
Know who you are

• Success and happiness in life are directly related to our clarity and honesty about who we are, where we want to go and how we are going to get there
Know who you are

• It is the same in organizations. At the U of W there can be no secrets, no hiding, no pretending, just the honest drive to fulfill our dreams and goals in a way that matches our HAT
Know why you are here

• Robert Greenleaf said “the work exists for the person as much as the person exists for the work”
Know why you are here

• Passion and alignment bring success to both the individual as well as the organization
Know why you are here

• People don’t work on work
we work on dreams
Know why you are here

- When things are not going well it is usually because we have lost sight of why we are here
Know why you are here

• You are bigger than your job title
Know why you are here

• If there were no praise or criticism in the world then who would you be
Know why you are here

• We are here to change the world one student at a time
Take action

• Think like a person of action
  act like a person of thought
Take action

• Dina and Frappuccino’s
Take action

• “if not now, when, if not me....who”
Facing challenges

• My Mom…. “it’s the shit’s”
Facing challenges

• “there are no stressful situations only stressful responses”
Facing challenges

• “only the truth sounds like the truth”
Facing challenges

• The magic of believing
The Six P’s

- Purpose
- Passion
- Persistence
- Patience
- Performance
- People
Thank you