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Curriculum

**Professional Foundations** ^

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# Starting with Your Why

Let's talk more about your WHY.

Most people can only speak to WHAT they do; some are clear on HOW to get the job done, but few think about the WHY. In his LinkedIn article [Education in the time of AI: 6 shifts the world needs to make](https://www.linkedin.com/pulse/education-time-ai-6-shifts-world-needs-make-fred-swaniker) (<https://www.linkedin.com/pulse/education-time-ai-6-shifts-world-needs-make-fred-swaniker>), Fred Swaniker guides that in this tech-led era, ***'Why' will matter more than 'what'.***

Here is another chance to take a step back and deeply consider your WHY.

- Why are you here on Savanna?
- Why did you register for a program with ALX?
- Why did you choose to pursue a career in tech?
- What are those driving factors that have you doing hard things?

## What is your WHY?

To help you think through and answer these paramount questions, watch this powerful and classic TedTalk by Simon Sinek who speaks to the power of knowing your WHY. It will soon help you realize that people don't buy what you create or do, they buy WHY you do it.

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After watching the video, take time to reflect on Sinek's talk and explore your "why" for being in this program. Refer back to the questions we asked above and answer each one to the best ability.

**References:**

1. [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action/no-comments](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action/no-comments)

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