



Tip of the Day:

**A Bear may look at you with kind, soulful eyes,
but all he's really thinking about is whether or not
You'd Go Good with Salmon!**

Think strategically at the State Society and Chapter Levels



**By Starting With
WHY!**



Brand: The core promise
of our organization.

Branding: The signals we send to
transmit that promise.



SAF's Brand Framework & Core Language
Quicksilver Foundry Will Novey-Hildesley

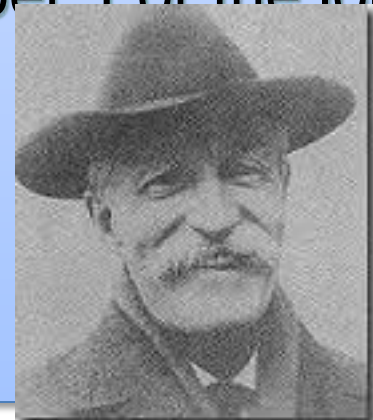
Existing and New Members as well as financial supporters and partners want to know:

- **Who** are you?
- What do you **do**?
- Why does it **matter**?

- Thriving forests. Essential resources. A strong community.
- We challenge land-owners, decision-makers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking and a century of practical experience.
- We seek viable pathways forward, balancing diverse demands on our natural resources.
- We set the standard in forest management, bringing science, best practice and the best people together to actively shape the future of the profession.
- ‘For the greatest good. For the greatest number. For the long run.’

Society of American Foresters

- Evolving Forest Management since 1900

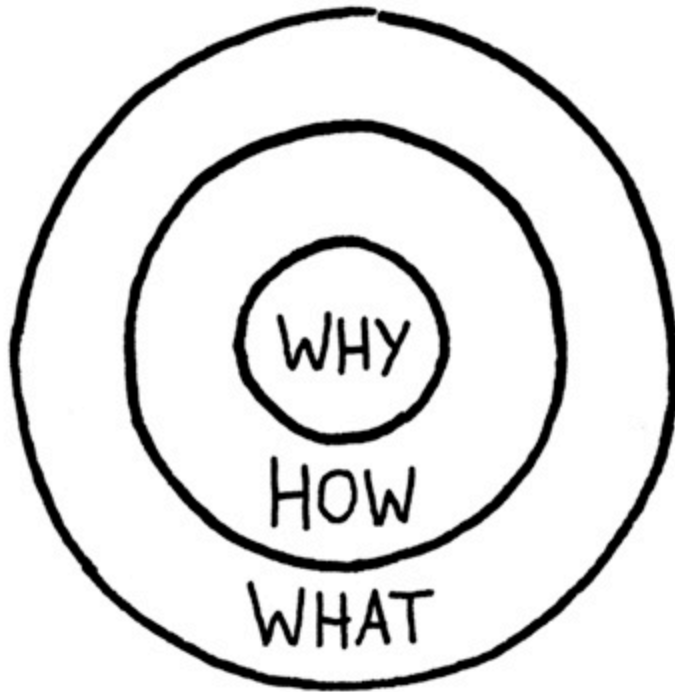


How Great Leaders Inspire Everyone To Take Action



- Why are some people and organizations more inventive, pioneering and successful than others? And
- Why are they able to repeat their success again and again? In business, it doesn't matter what you do, it matters why you do it.
- Sinek explained the framework needed for businesses to move past knowing what they do to how they do it,
- and then to ask the more important question - Why? Why do we do what we do? Why do we exist?
- Learning to ask these questions can unlock the secret to inspirational leadership.

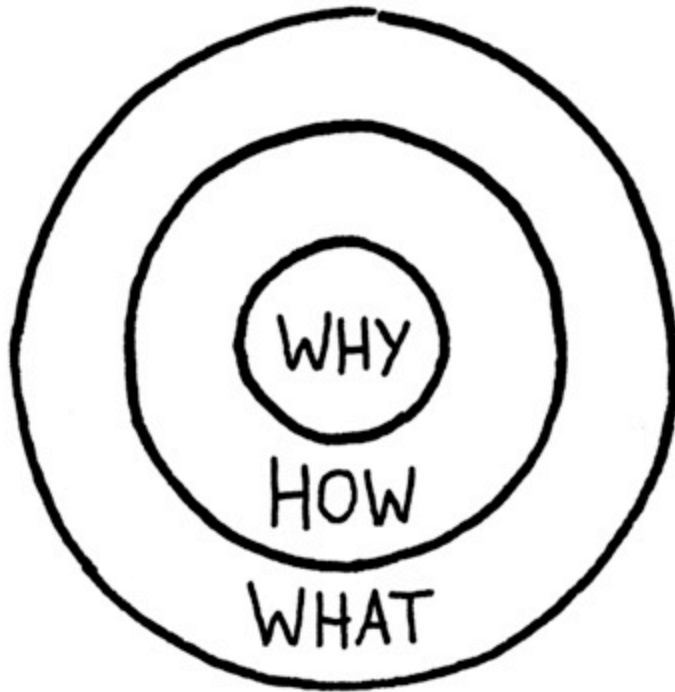
The Golden Circle



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

The Golden Circle



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.



HOW GREAT LEADERS INSPIRE ACTION

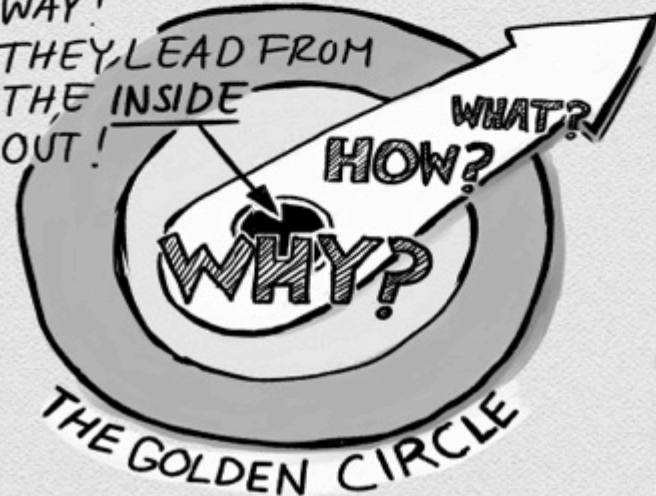
by Simon Sinek

IF YOU HIRE PEOPLE JUST BECAUSE THEY CAN DO THE JOB, THEY WILL WORK FOR THE MONEY. BUT IF YOU HIRE PEOPLE WHO BELIEVE WHAT YOU BELIEVE, THEY WILL WORK FOR YOU WITH BLOOD, SWEAT AND TEARS.

THE LITTLE IDEA OF THE GOLDEN CIRCLE EXPLAINS WHY SOME LEADERS ARE ABLE TO **INSPIRE**.

GREAT LEADERS THINK, ACT AND COMMUNICATE THE SAME WAY!

THEY LEAD FROM THE INSIDE OUT!



IT'S THOSE WHO START WITH WHY THAT HAVE THE ABILITY TO INSPIRE THOSE AROUND THEM AND FIND OTHERS WHO INSPIRE THEM.

I HAVE A DREAM!

~~I HAVE A PLAN!~~



MARTIN LUTHER KING JR.

I BELIEVE THAT IS THE BEST RESTAURANT IN TOWN!

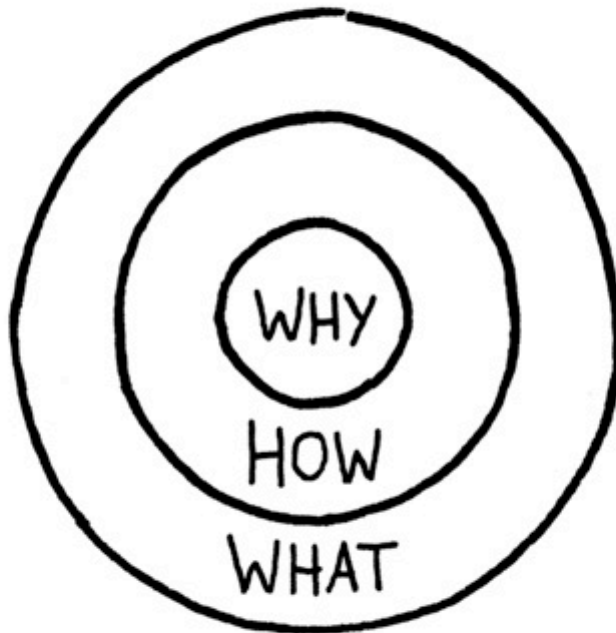
LET'S GIVE IT A TRY!

HE SEEMS TO KNOW WHAT HE'S TALKING ABOUT...



WE FOLLOW THOSE WHO LEAD NOT FOR THEM BUT FOR OURSELVES

The Golden Circle



What

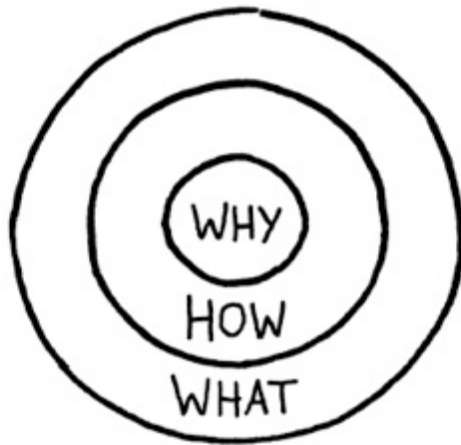
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



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Why SAF:

Thriving forests. Essential resources. Strong communities. 'For the greatest good. For the greatest number. For the long run.'

How:

We seek viable pathways forward, balancing diverse demands on our natural resources. We set the standard in forest management, bringing science, best practices, and the best people together to actively shape the future of the profession.

What:

We challenge land-owners, decision-makers, and society at large to make choices about our forests based on professional knowledge, leading-edge thinking, and a century of practical experience.

Society of American Foresters
Advancing Forest Stewardship Since 1900

Most of us got into the field of
Forestry and Natural Resources to
work in the woods



**But we started our
forestry careers
belonging to a Tribe**

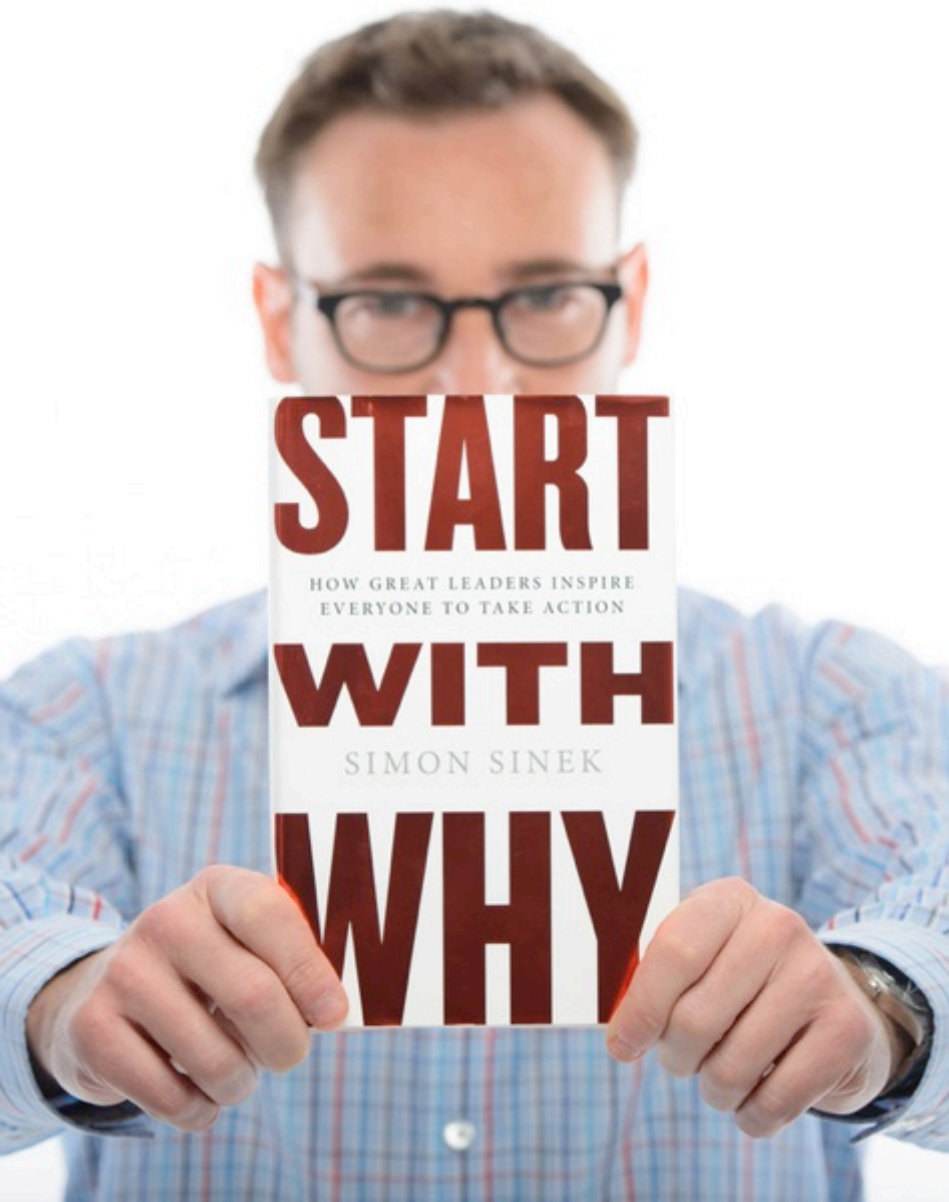
Students

Fire Teams

Fellow Professionals



Starting with Why can help us again strengthen our SAF
Tribe.



Inspire someone everyday.

With everything we say,
and everything we do,
we can

Start With Why

Resources to learn more about The Golden Circle
and to live your Why.

- Take steps toward discovering your Why with the [Friends Exercise](#).
- Enrol in the course to [learn your Why](#).
- Read the [books](#).
- Present these concepts to inspire others with the [Speak to Inspire Action Guide](#).
- Watch videos of Simon at [TED](#) or at our [YouTube Channel](#).
- For more inspiration, [follow Simon on Twitter](#) and [sign up for Notes to Inspire](#).