

**Table 8:** There are many reasons why we should start with ‘why’

<b>Why? (Purpose and cause)</b>	<b>How? (Actions)</b>	<b>What? (Impact)</b>
Provides moral purpose for change.	Inspires/connects vision with cause.	Creates teams. Galvanises ‘followers’ of the cause.
Specifies long-term goals (aspirational).	Specifies methods (transformational).	Creates discretionary effort (long-term investment in shared success).
Passionate and compassionate leadership.	Releases talent and loosens control.	Solves complex problems through common ownership.
Nurtures curiosity, understanding and observation and...	...deepens questioning which leads to...	...change and action.
Values-based but needs...	...authentic leadership...	...to create trust and empowerment.
Sustainable leadership is not built on <i>what</i> you do or <i>how</i> you do it, it is framed around <b>why</b> . Starting with <i>why</i> shifts the leadership paradigm away from getting people to do things (command, compliance and control) to shared thinking and ownership of change. It enables you to co-design and construct the future you want from the beginning (leading backwards).		