

The Power of Why

And Why it Matters...

Written by

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Ph.D.



THE
KNOWLEDGE
INSTITUTE



About the Author



Jane Mims, PhD, is founder and CEO of GILD Coaching, an international cooperative providing Executive Coaching and Life Coaching. She has more than 20 years of experience in people and project management across several industries in the for profit and not-for-profit sectors.

Jane is a certified to teach mindfulness, yoga, and is focused on helping people overcome mindset blocks for optimum success in all areas of life. She is an Emmy Award-winning journalist, published author, international speaker, and teaches for several organizations in the US, UK, and Asia.

She & her husband, who also teaches and presents for TKI, live in Memphis, TN and have 5 children two-legged children and 4 four-legged children.



Polling Question #1

Goal For Session

What do you want to accomplish in this seminar?

- a) Learn what when who how and why?
- b) Learn what a blind spot is?
- c) Give me 1 to 3 takeaways I can use tomorrow,
- d) All of the above, or
- e) Wake me up when this is over.





Why Explain YOUR Why?

- What is **my** why for being here today?
 - Work is more than a paycheck
 - I seek purpose, connection & growth in my work
 - Helping people find tools is fulfilling





Explaining Your Why - Disarms



or





Our Objectives

- Solve all the world's problems by asking "Why?"
- Find solutions to "Why are we so busy?"
- Learn "What is the power of why?"
- Learn and solve our blind spots in the workplace

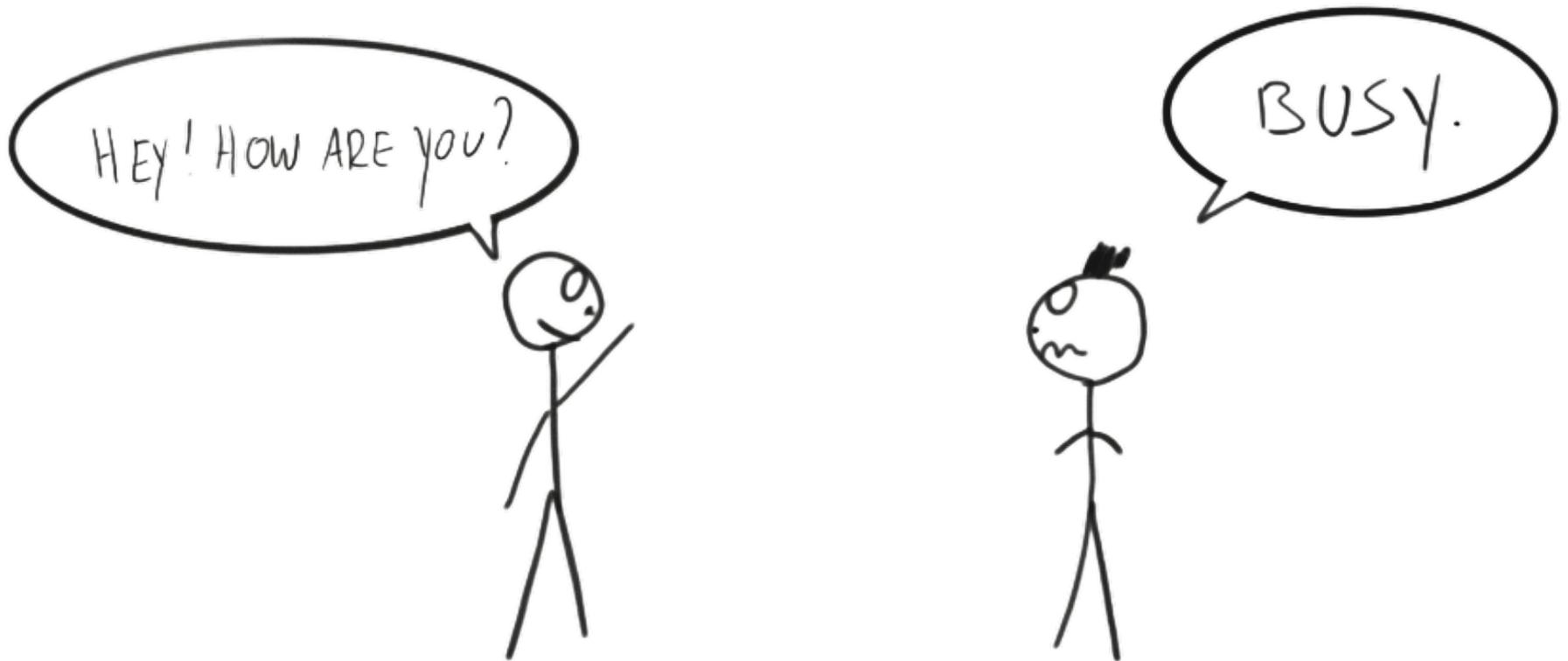


Does This Describe You?





Let's Ask Why?



DARIUS FOROUX



Why We Are Too Busy

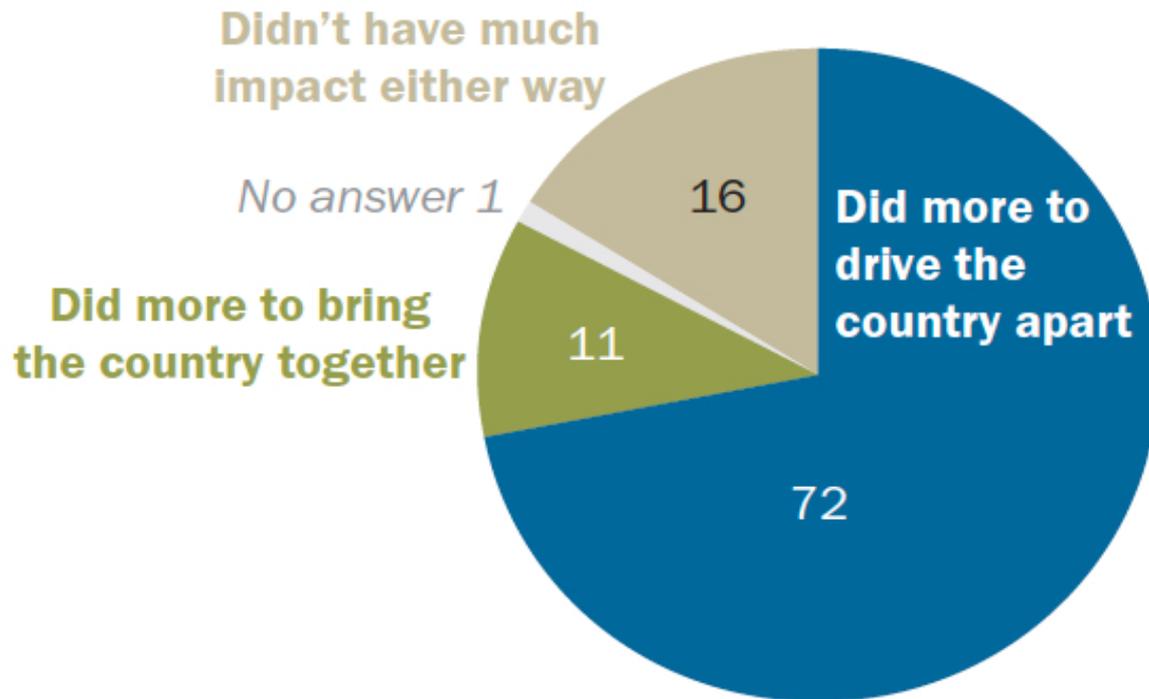




COVID Drove Us Apart

Most say COVID-19 drove the U.S. apart

% of U.S. adults who say that all in all, they feel the COVID-19 pandemic ...



Source: Survey of U.S. adults conducted Oct. 21-27, 2024.
“5 Years Later: America Looks Back at the Impact of COVID-19”



Pandemic Problems



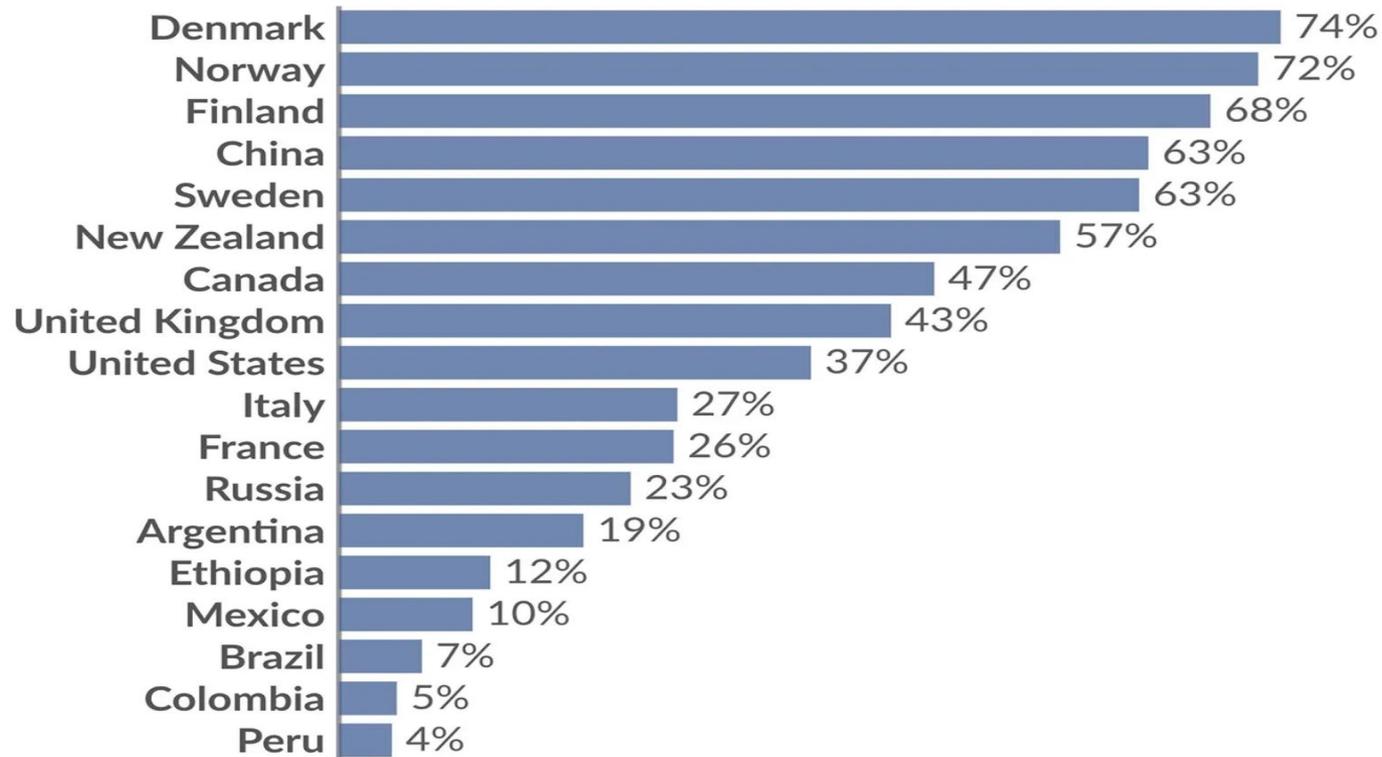


Less Trust in the Workplace

Interpersonal trust varies widely across countries

Our World
in Data

Share of people answering that "most people can be trusted".



Data source: World Values Survey & European Values Survey (2022)

OurWorldinData.org/trust | CC BY



Polling Question #2

What or Who Do You Trust?

- a) My dog
- b) The news (or my preferred choice of news)
- c) Going to Denmark so I can trust people
- d) The cat
- e) My parents





Trust in Media Reaches New Low in U.S.

Share of U.S. respondents by level of trust in mass media (in percent)



Representative survey of 1,000+ U.S. respondents (18+ y/o) per year.

No survey carried out in 2006. Rest: Not very much

Source: Gallup



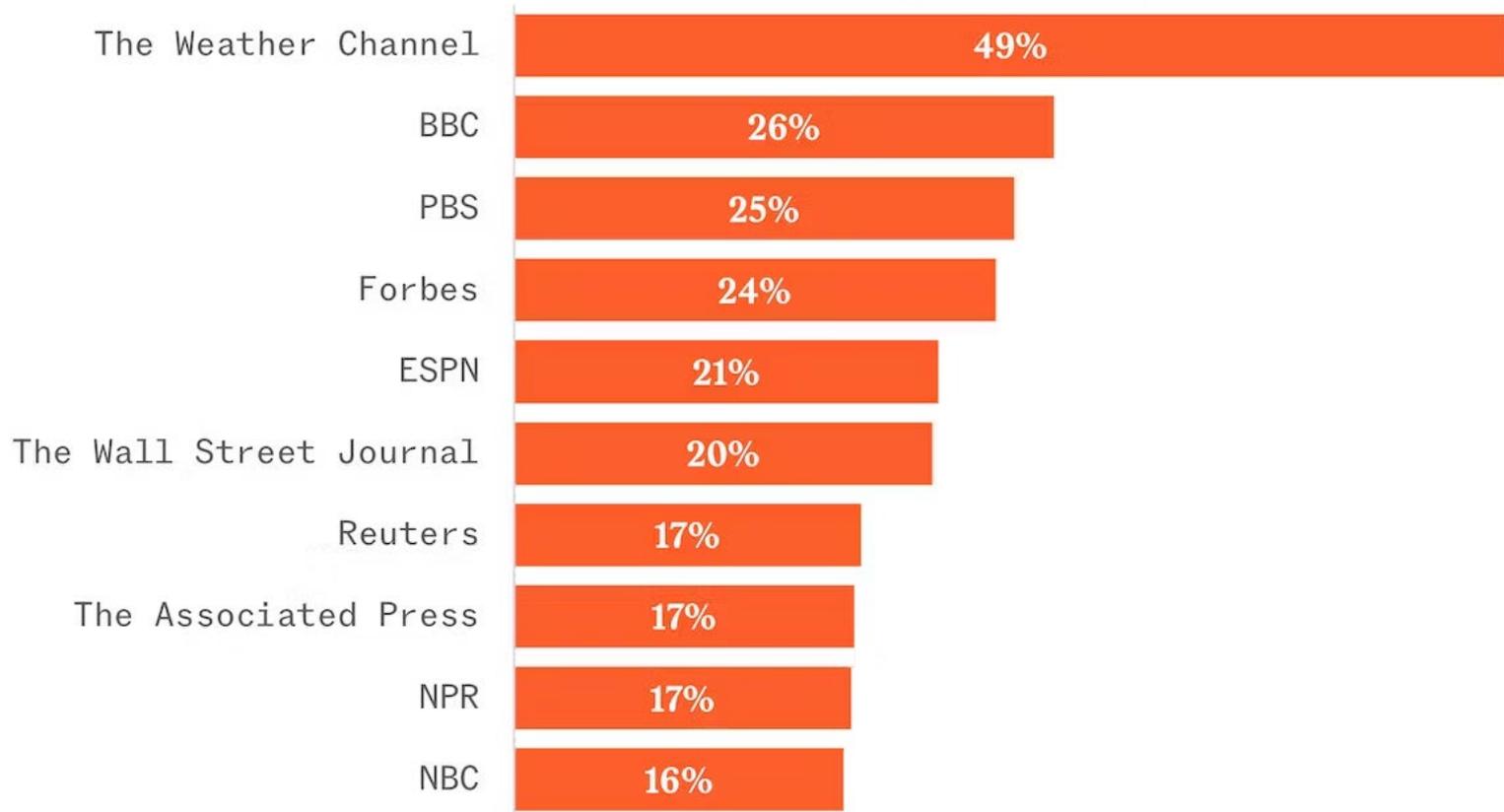
statista



Trust in the Weather is Number 1

Americans Trust The Weather Channel More Than Any Other News Source

Net Trust Score Among US Adults* [Top 10 sources, May 2025]



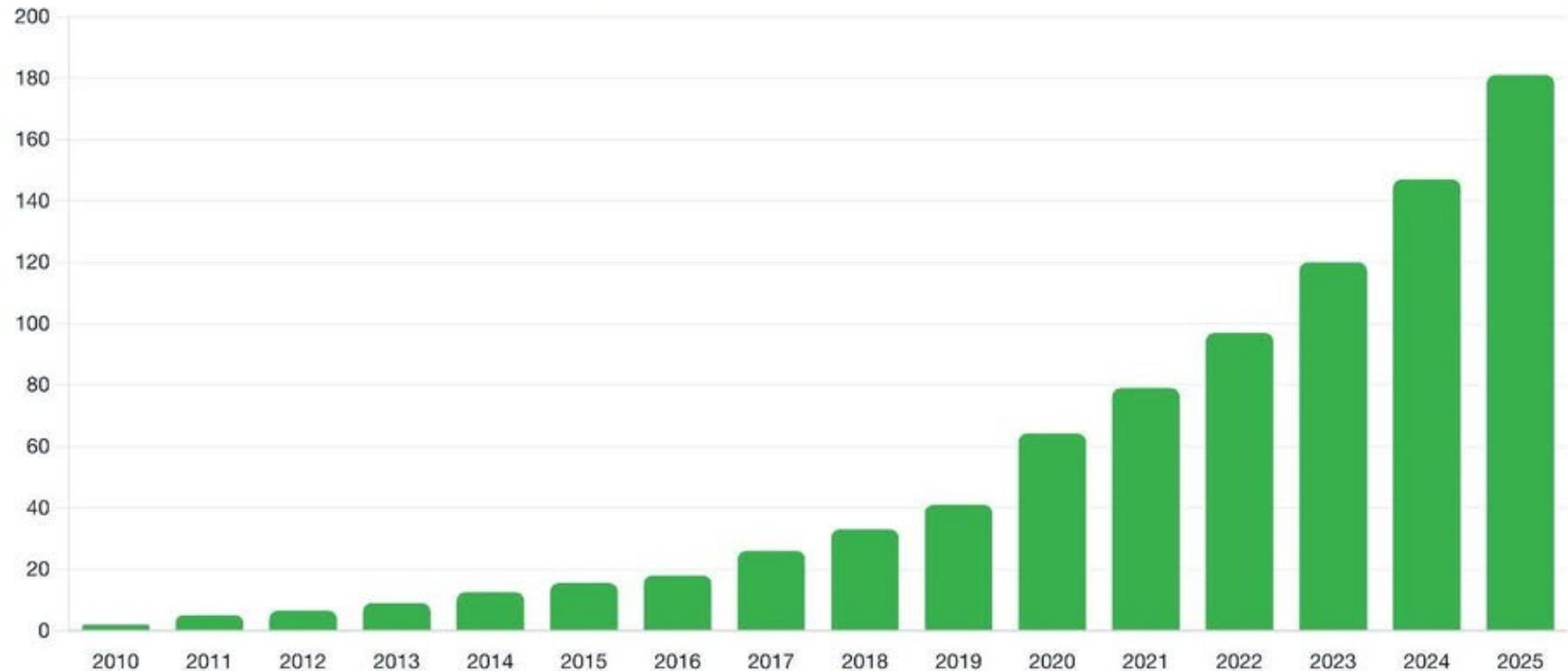


Faster and More Data = Busy

Global Information Growth



The amount of data created in the world each year, expressed in zettabytes (10^{21} bytes)



Source: The International Data Corporation



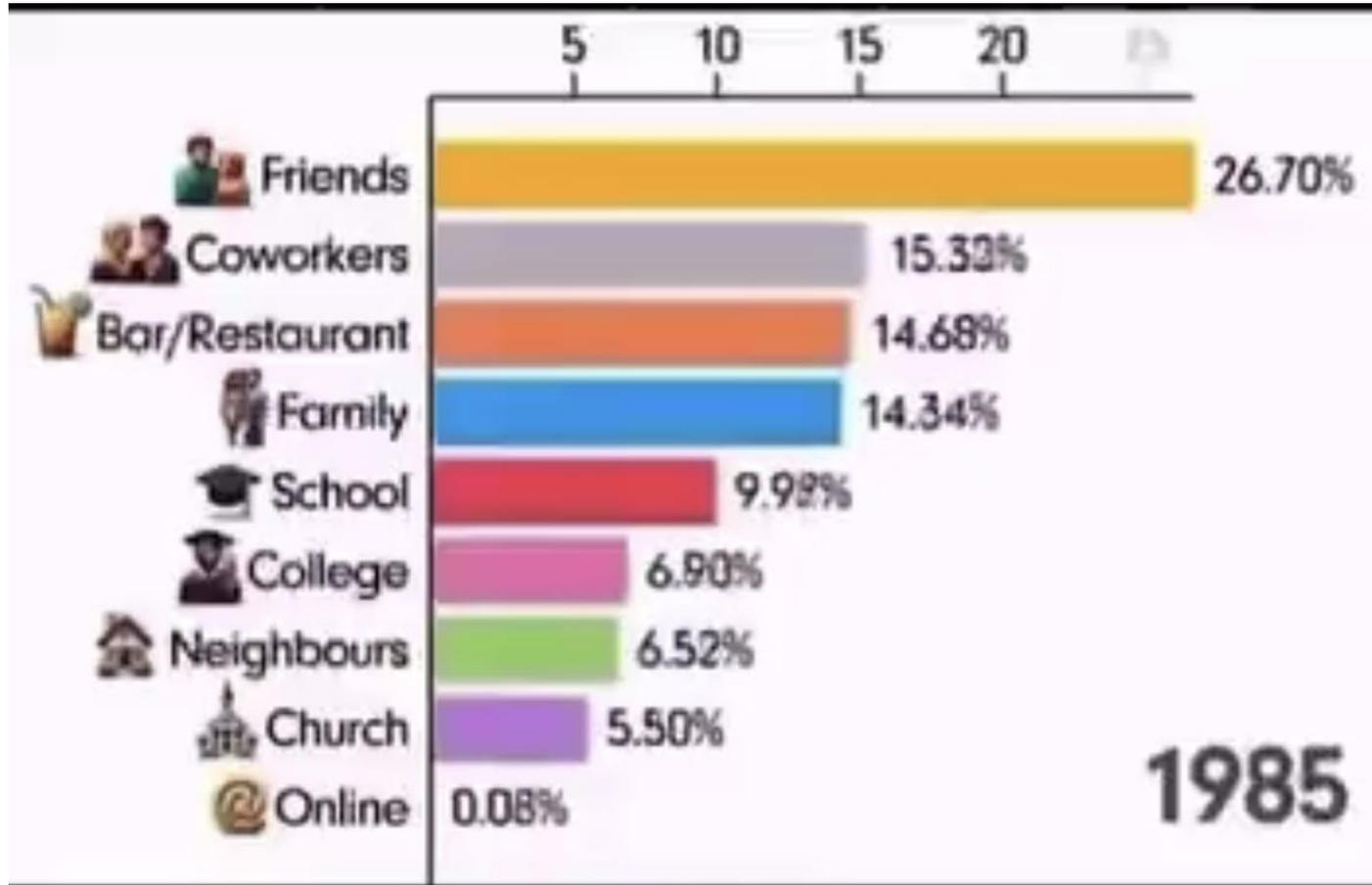
Social Media = Busy

Hey sorry I didn't respond, I've been busy watching someone clean really dirty rugs on TikTok.

Sweet Motivation

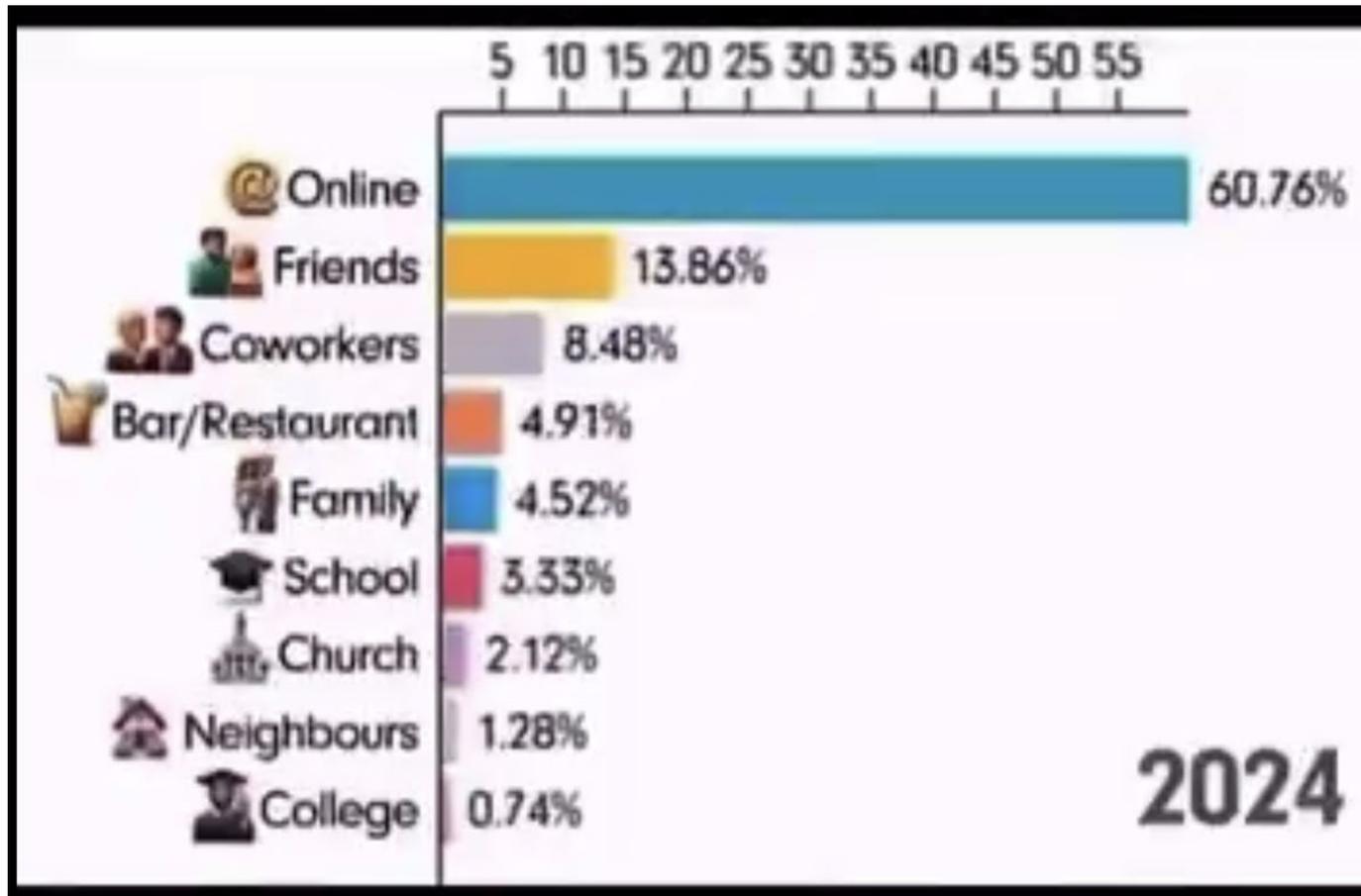


Time Spent in 1985





Time Spent in 2024





Solving the “Y” in Busyness

- Use technology solutions
- Set boundaries
- Meeting time solution
- Remember that busyness is a choice





Use Tech for You

- Use a new email address
Plasesendmeyourjunkemailhere@gmail.com
- Set a boundary time for unwinding your device, and then stick to it
- Set company rules tied to values



Set Boundaries

BOUNDARIES May Sound Like...



THAT IS SOMETHING
I DON'T WANT TO
TALK ABOUT



WE MAY NEED TO
AGREE TO DISAGREE
ON THIS ONE



CAN WE PLEASE DISCUSS
THIS IN PRIVATE RATHER
THAN IN FRONT OF
OTHER PEOPLE



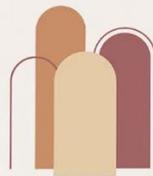
I WON'T BE ABLE TO
HELP YOU WITH...
HOWEVER, I CAN DO...



NO



I KNOW YOU THINK
THAT'S JUST A JOKE,
BUT IT'S NOT FUNNY



I NEED SOME TIME TO
MYSELF RIGHT NOW,
WE CAN DISCUSS
THIS LATER



I UNDERSTAND YOU'RE
UPSET, BUT IT'S NOT
OKAY FOR YOU TO
TALK TO ME THAT WAY

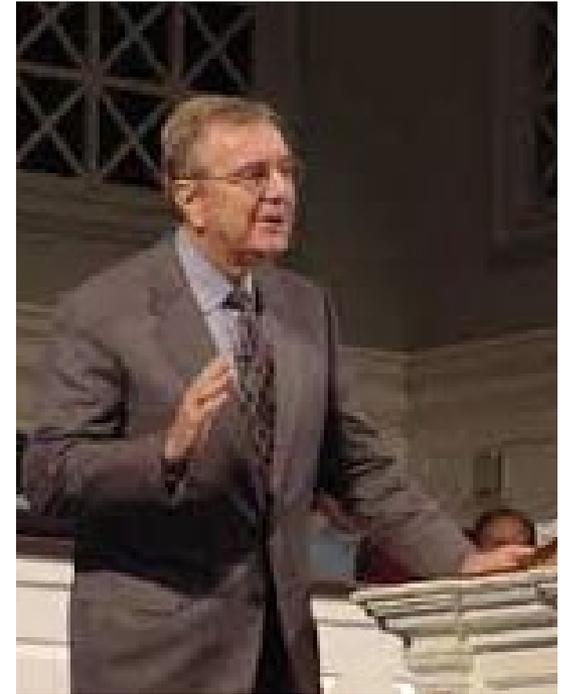


LET'S DISCUSS THIS
WHEN WE ARE BOTH
FEELING CALM



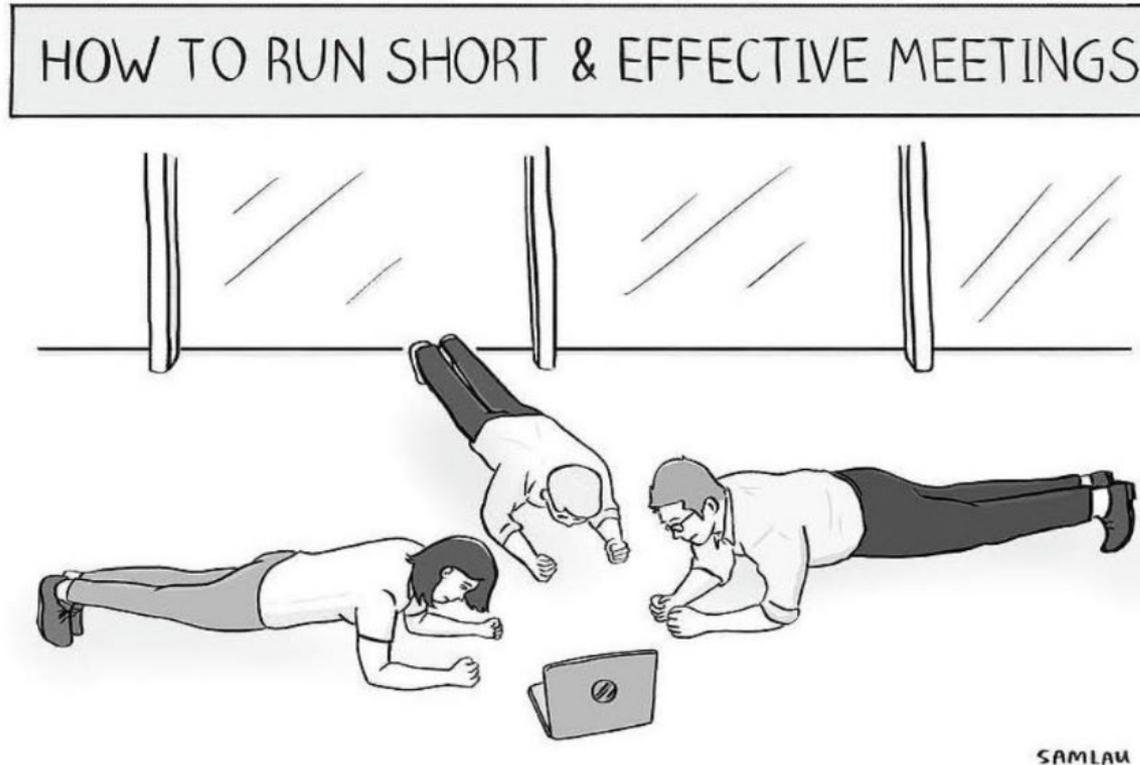
Meeting Time Solution

- What is the time invested?
- Appreciation of others
- Make meeting shorter





Run Shorter Meetings





Polling Question #3

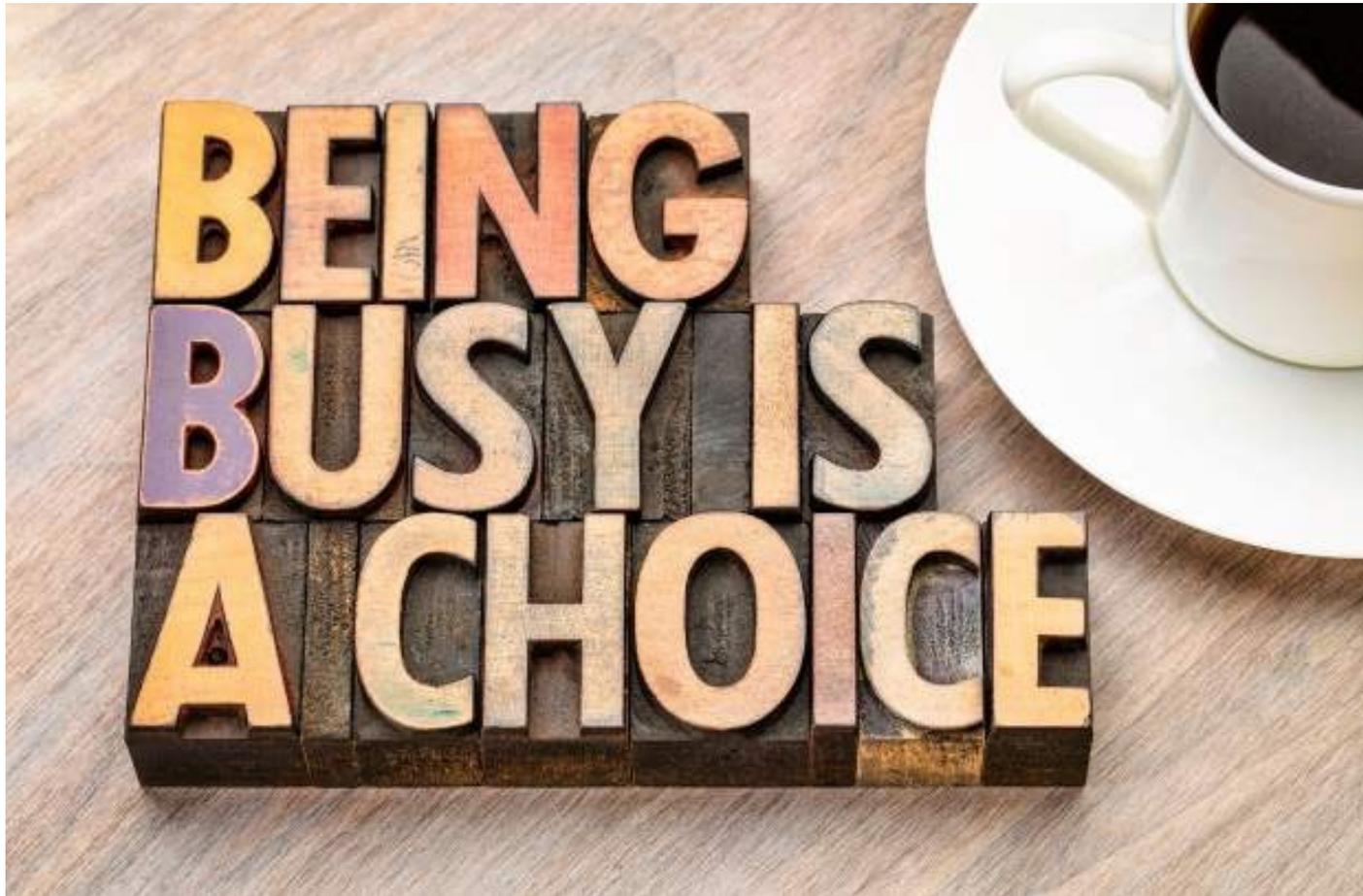
How Many Meetings a Week?

- a) 5 or less
- b) 5 to 10
- c) Can't count that high
- d) Can't answer right now, I'm in a meeting
- e) Other





Busyness is a Choice





The Power of Why

START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

New York Times bestselling author of *Leaders Eat Last* and *Together Is Better*

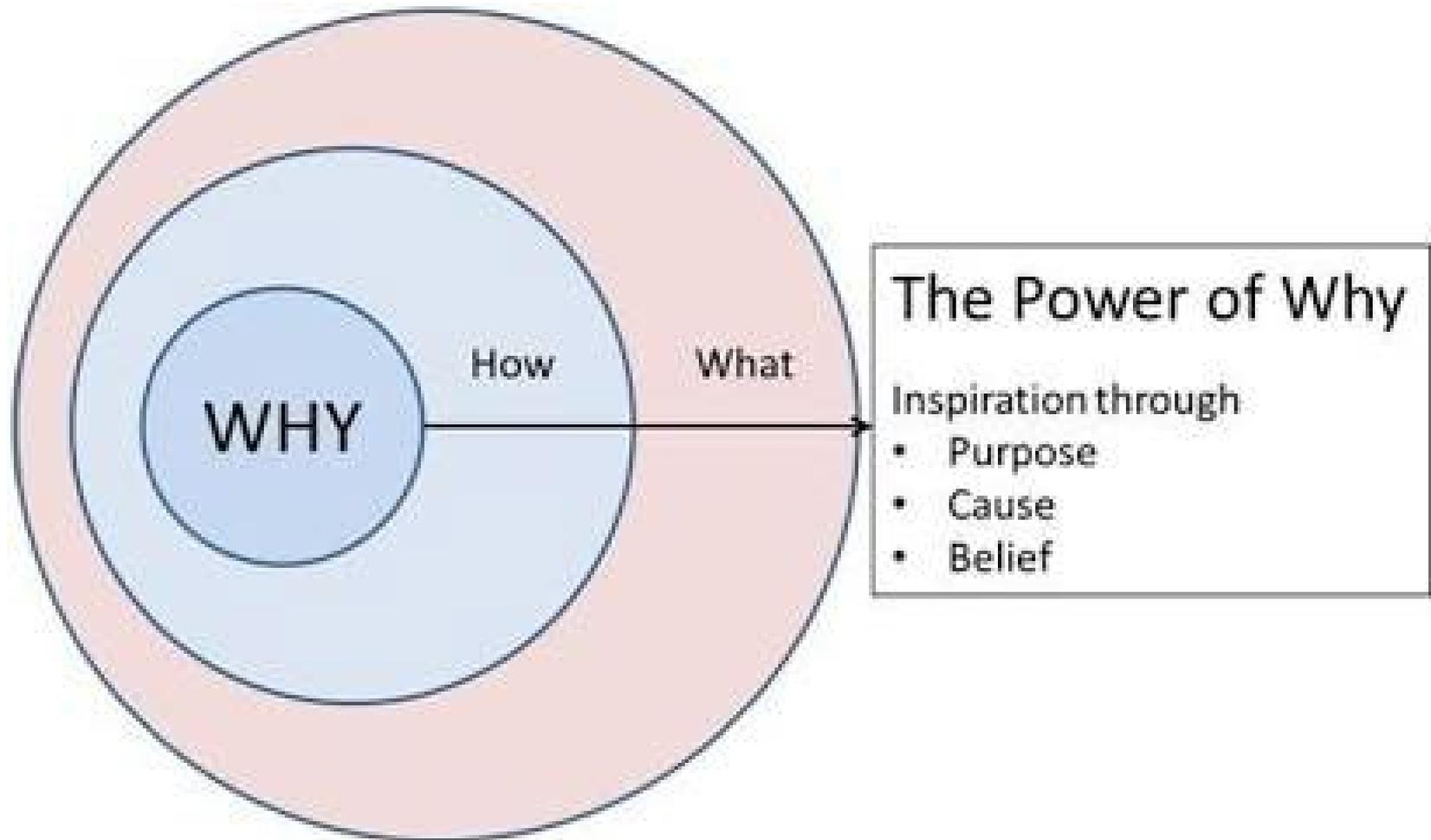
WHY

MORE THAN
ONE MILLION
COPIES SOLD

<https://www.youtube.com/watch?v=2Ss78LfY3nE>

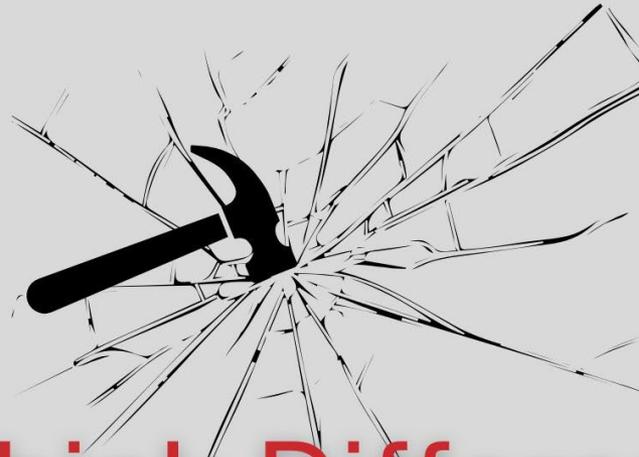
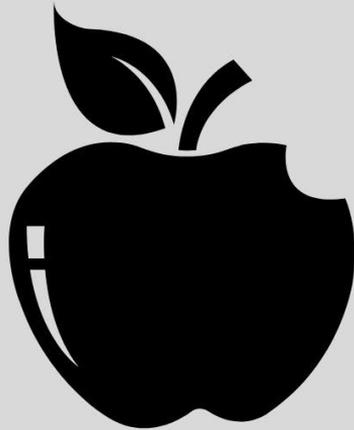


The Power of Why





The Power of Why



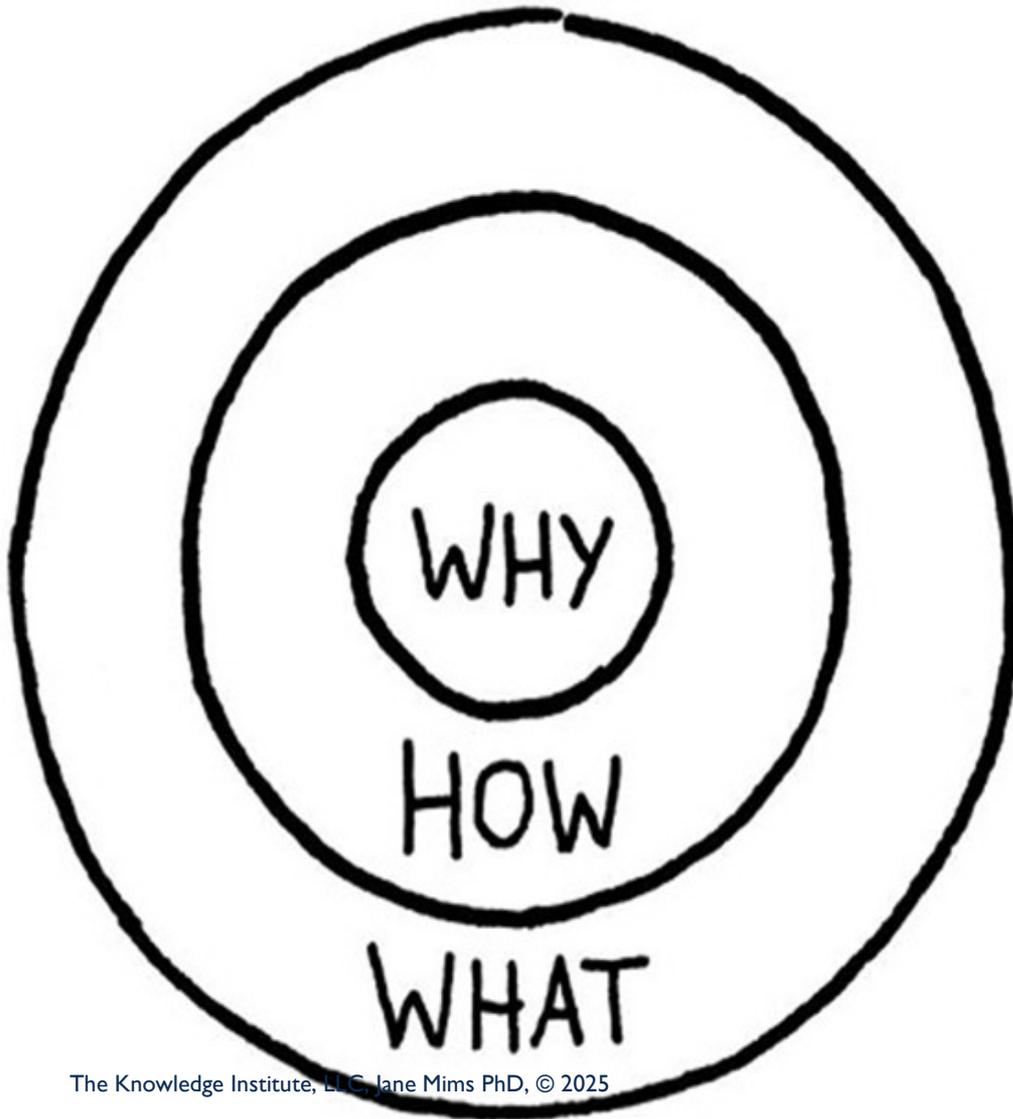
Think Different

What the Apple mission statement
really teaches us about brand power.

MOTHERTYPER



Keeping It Simple



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers



Feelings Drive Decisions

Harvard Professor finds...

95%

of Consumers
buy based on
emotions

How can your Financial Institution find
that connection >



ignite sales



Coke's Purpose





Coke's Purpose Solves All Issues



Lyrics:

I'd like to buy the world a home
And furnish it with love
Grow apple trees and honey bees
And snow white turtle doves

Chorus:

I'd like to teach the world to sing
In perfect harmony
I'd like to buy the world a Coke
And keep it company
That's the real thing



Coke's Purpose Solves All Issues





Nike's Purpose

Nike Brand Purpose

To bring innovation and inspiration to every athlete in the world—If you have a body then you're an athlete.



ebaqdesign



Disney's Purpose

Disney Brand Purpose

To create happiness for people
of all ages.

ebaqdesign



Disney



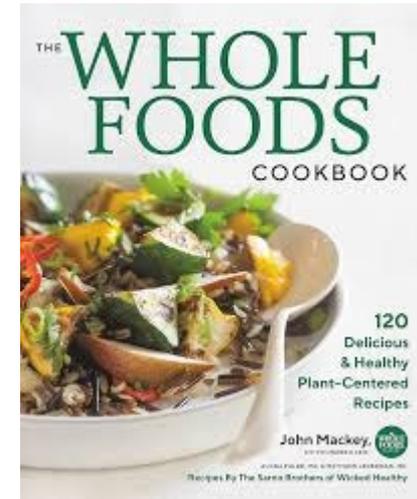


Whole Foods' Purpose

Whole Foods Brand Purpose

To celebrate good food, nourish people and the planet, so we can eat well and eat healthy.

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Apple's Purpose

Apple Brand Purpose

To bring the best user experience to its customers through its innovative hardware, software, and services.



ebaqdesign





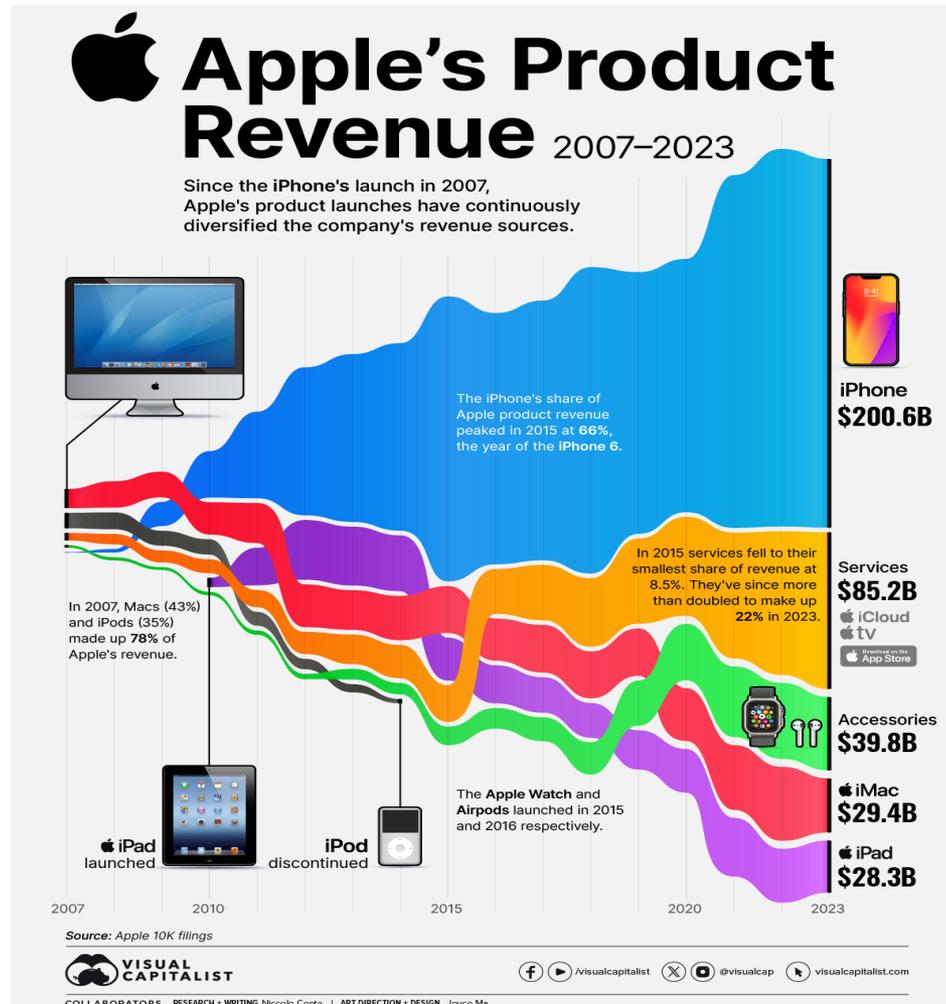
Strategy Failures vs Apple

If you ever feel stupid just remember in 2010 Microsoft held a funeral for the iPhone after launching the windows phone 7





Apple's Adapting Their Why



Did you know that Apple sells computers?



Polling Question #4

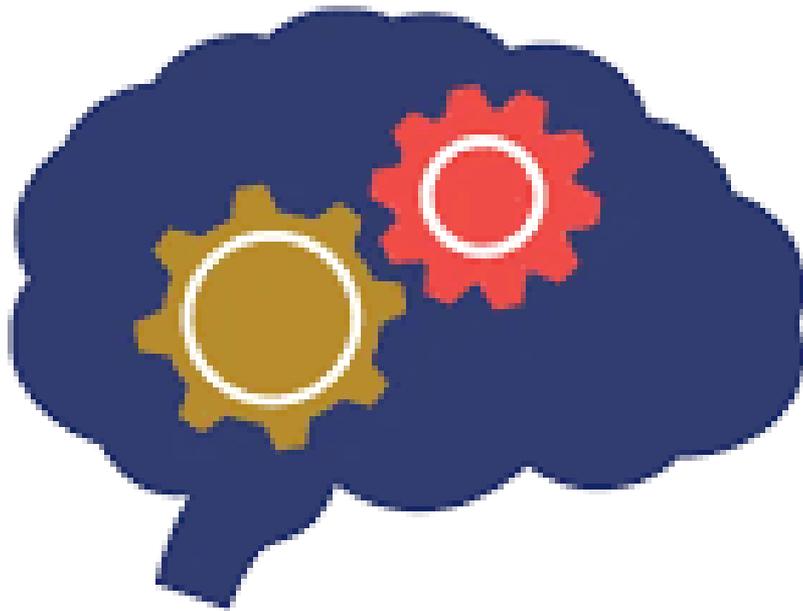
Which Device Are You Loyal to?

- a) Android all the way
- b) Apple, iPhone, iPad, iLikeItAll
- c) Just a computer is fine by me - Dell
- d) A flip phone
- e) Blackberry days were great



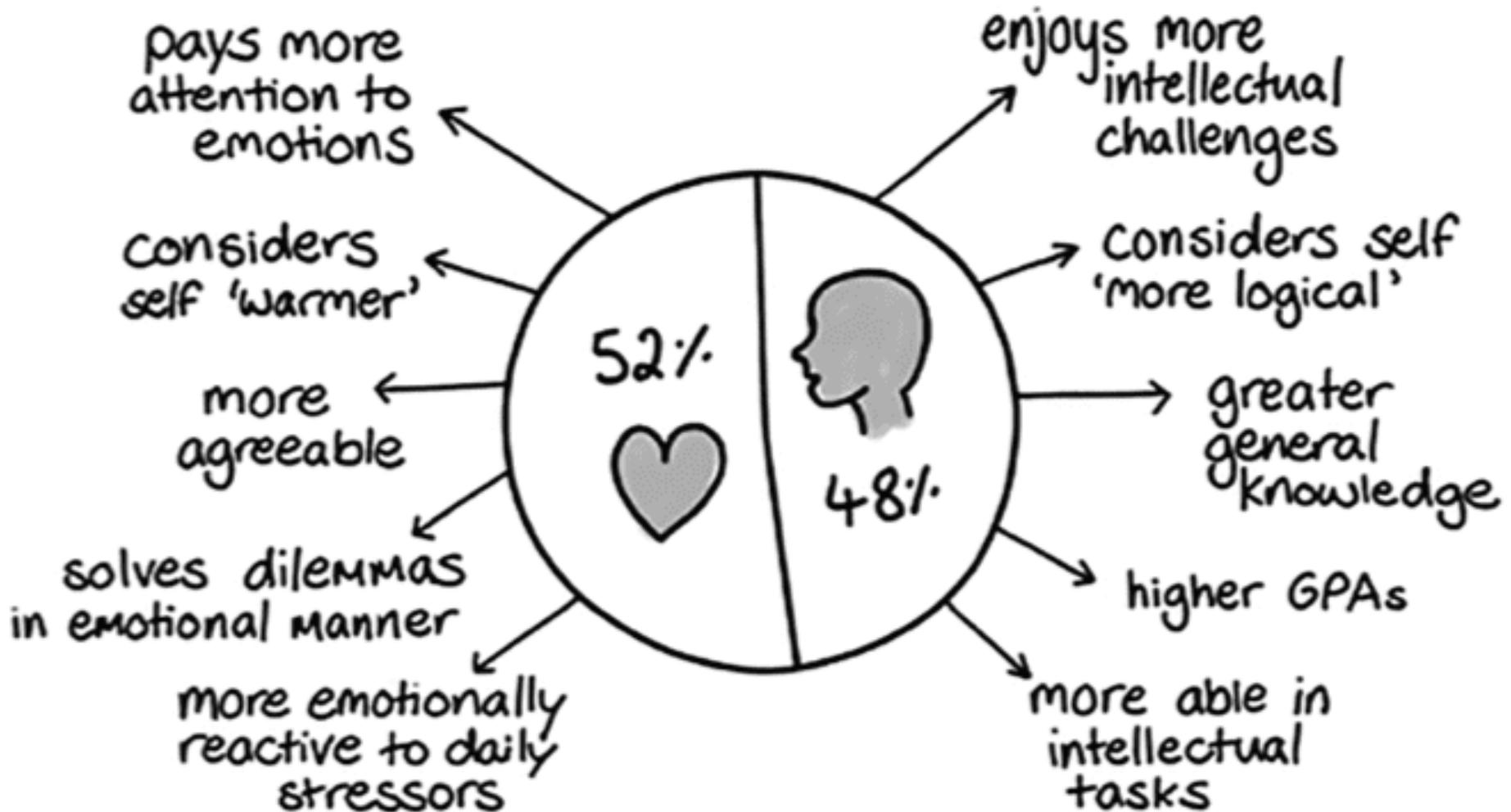


What About the “Why” of Ethics





Head and Heart Decision Making





Consumers Buy for “Why”

The Most Trusted Brands By Generation



GEN Z



MILLENNIALS



GEN X



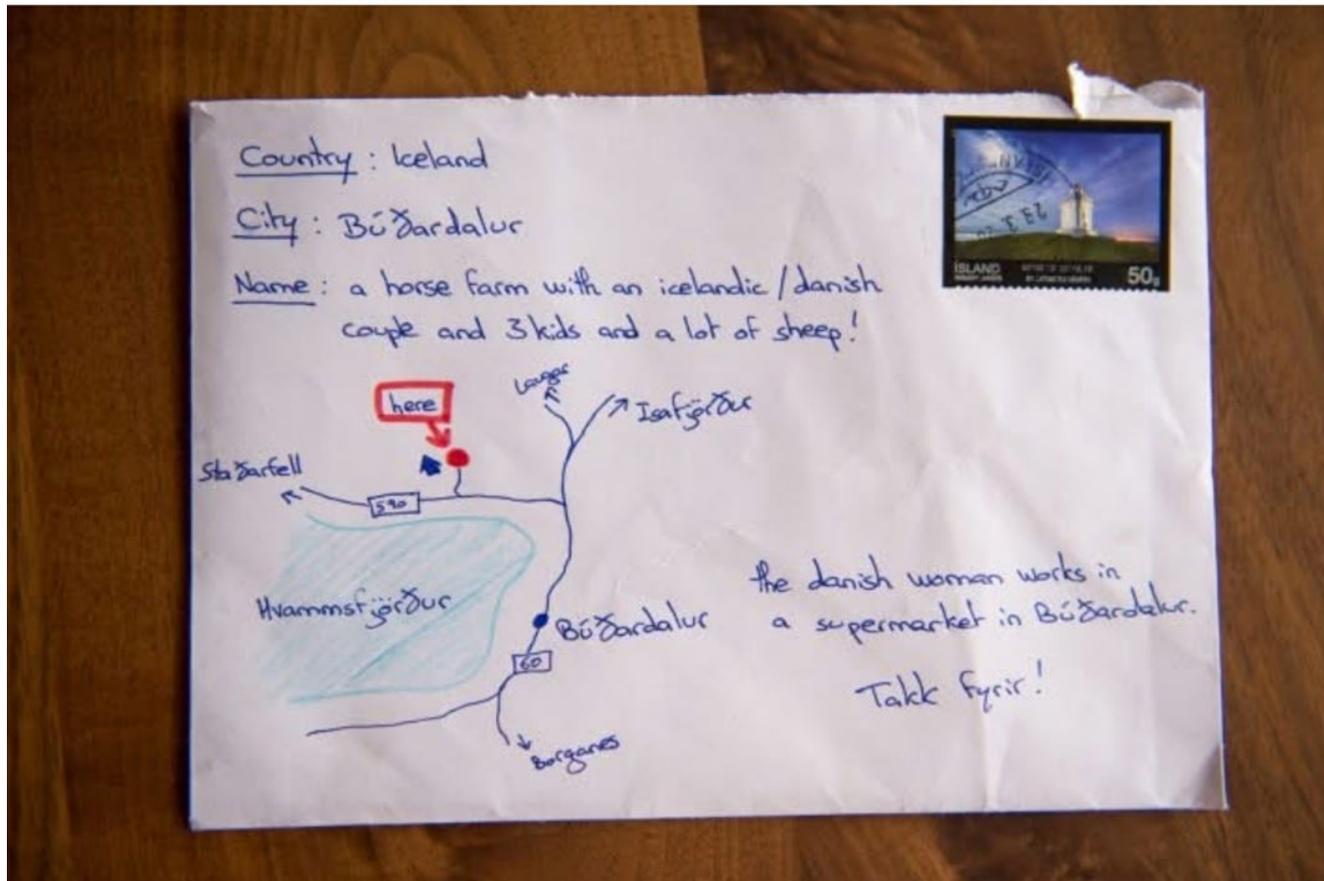
BOOMERS





Pretty Heartwarming

In lieu of an address, a tourist sketched a map of Búðardalur in Iceland, and it was successfully delivered





What Do We Buy?





What Do We Buy?





What Do We Buy?





Brand Value is Critical

Like i was saying, the circus is just one of my careers. The real money comes from frosted flakes





Brand Value is Critical

Brand Finance® 

The World's Most Valuable & Strongest Brands

Brand Finance Global 500

World's Most Valuable Brands 2025

#1		\$574.5 bn
#2		\$461.1 bn
#3		\$413.0 bn
#4		\$356.4 bn
#5		\$137.2 bn
#6		\$110.6 bn
#7		\$105.8 bn
#8		\$91.5 bn
#9		\$87.9 bn
#10		\$85.6 bn

© Brand Finance Plc. 2025

World's Strongest Brands 2025

#1		95.2
#2		94.7
#3		94.3
#4		93.9
#5		93.7
#6		93.6
#7		93.5
#8		93.5
#9		93.4
#10		93.4

© Brand Finance Plc. 2025

Source: Brand Finance Global 500 2025

brandirectory.com/global



Polling Question #5

What's Your Go To Brand?

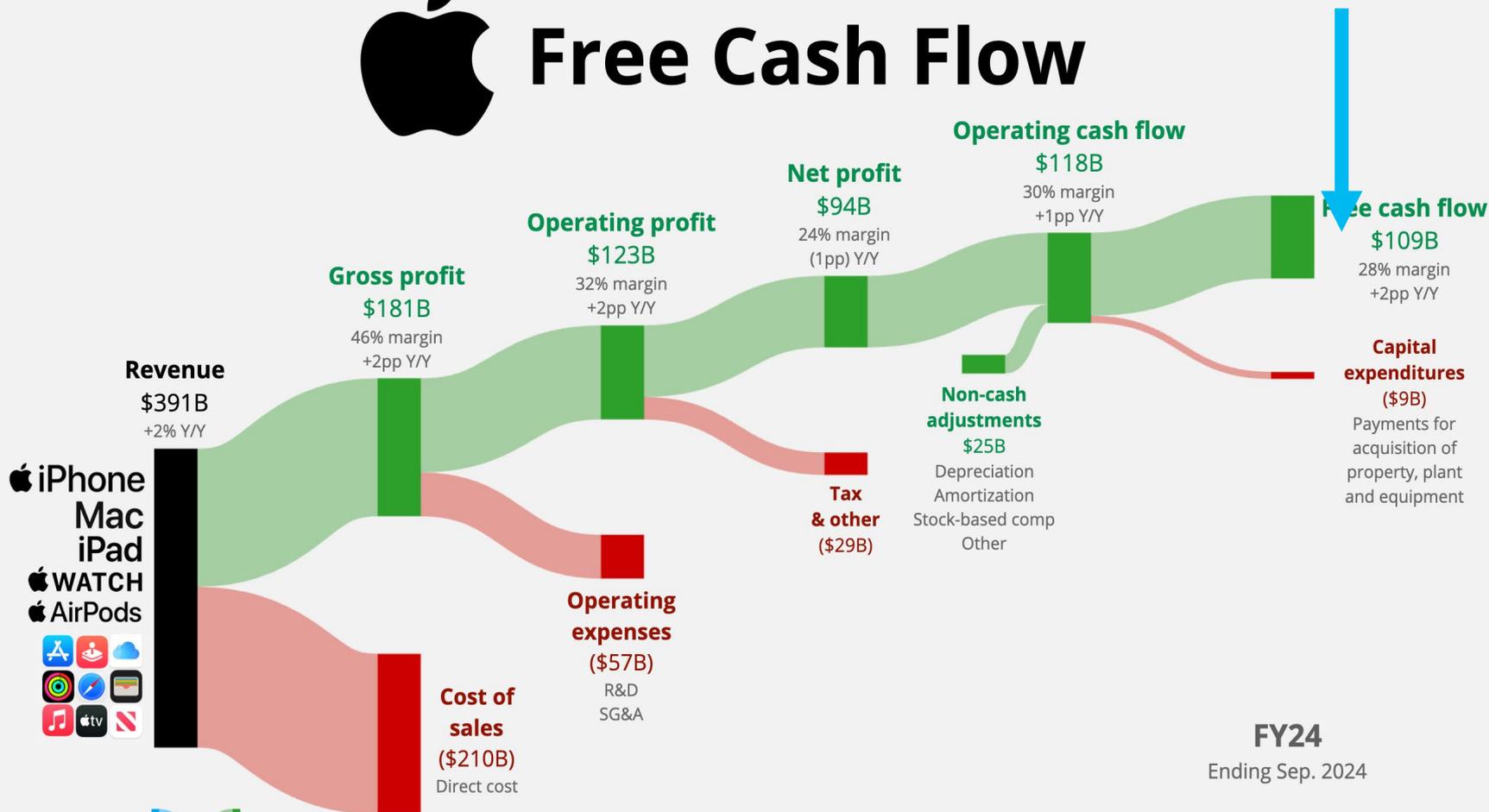
- a) Lululemon
- b) Chick-Fil-A
- c) Blue Cross Blue Shield
- d) No airlines
- e) Honda
- f) Coke not Pepsi
- g) My college football team or pro team



Loyalty and Trust = Margin



Free Cash Flow

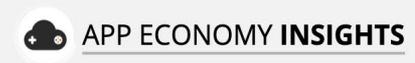


FY24

Ending Sep. 2024



[appeconomyinsights.com](https://www.appeconomyinsights.com)





Ask, “Why?” Five Times

- 1) “Why did the vehicle not start?”
 - 2) “Why did the battery not work?”
 - 3) “Why was the battery not charged?”
 - 4) “Why did the alternator not work?”
 - 5) “Why did the belt fail?”
 - 6) “Why was the belt not maintained?”
- etc.





Polling Question #6

Asked 'Why' More Than Once?

When researching the facts, have you ever asked, "Why?" more than once?

- a) Many times,
- b) Sometimes,
- c) Rarely or
- d) Never.





What About Blind Spots?





What Are The Blind Spots?

- All-knowing
- Assuming everyone is like you
- Stuck in the past
- Egotism
- Pride
- Bullying disguised as bravery
- Lack of listening skills
- Me first
- Hypocrisy





What Are The Blind Spots? (cont.)

- Too tactical
- Too strategic
- Playing politics
- Playing games with careers
- Taking all the credit
- Not making decisions
- Not trusting the team
- Not building a team
- Too process oriented





Polling Question #7

Most Hilarious CEO Blind Spot?

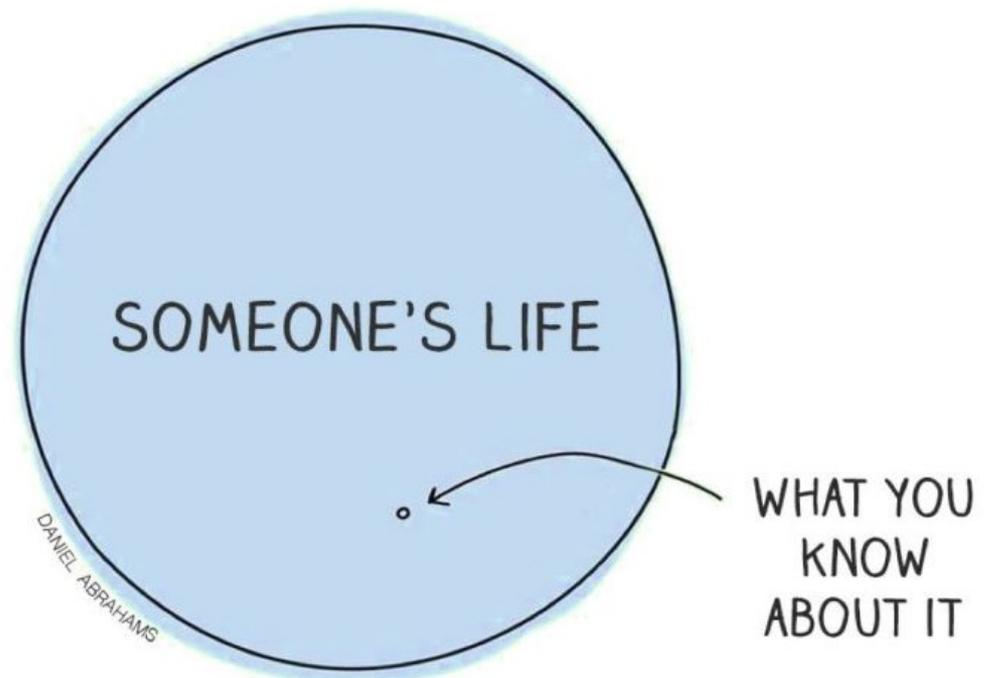
- a) “Employees are our greatest asset”
- b) “My door is always open”
- c) “I’ll get back to you on your 50-hour analysis”
- d) “Next year we will for sure budget for bonuses”
- e) Other



Can We Change CEO Blind Spots?

- No and yes
- Controlling what you can
- Changing you is all you need to do
- Live daily to your core values

WHY YOU SHOULD
BE KIND TO PEOPLE



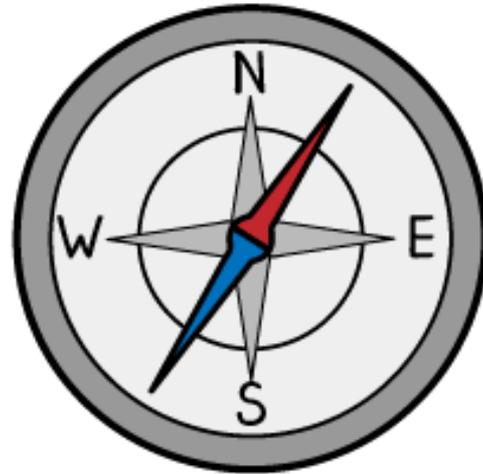


Overcoming Blind Spots





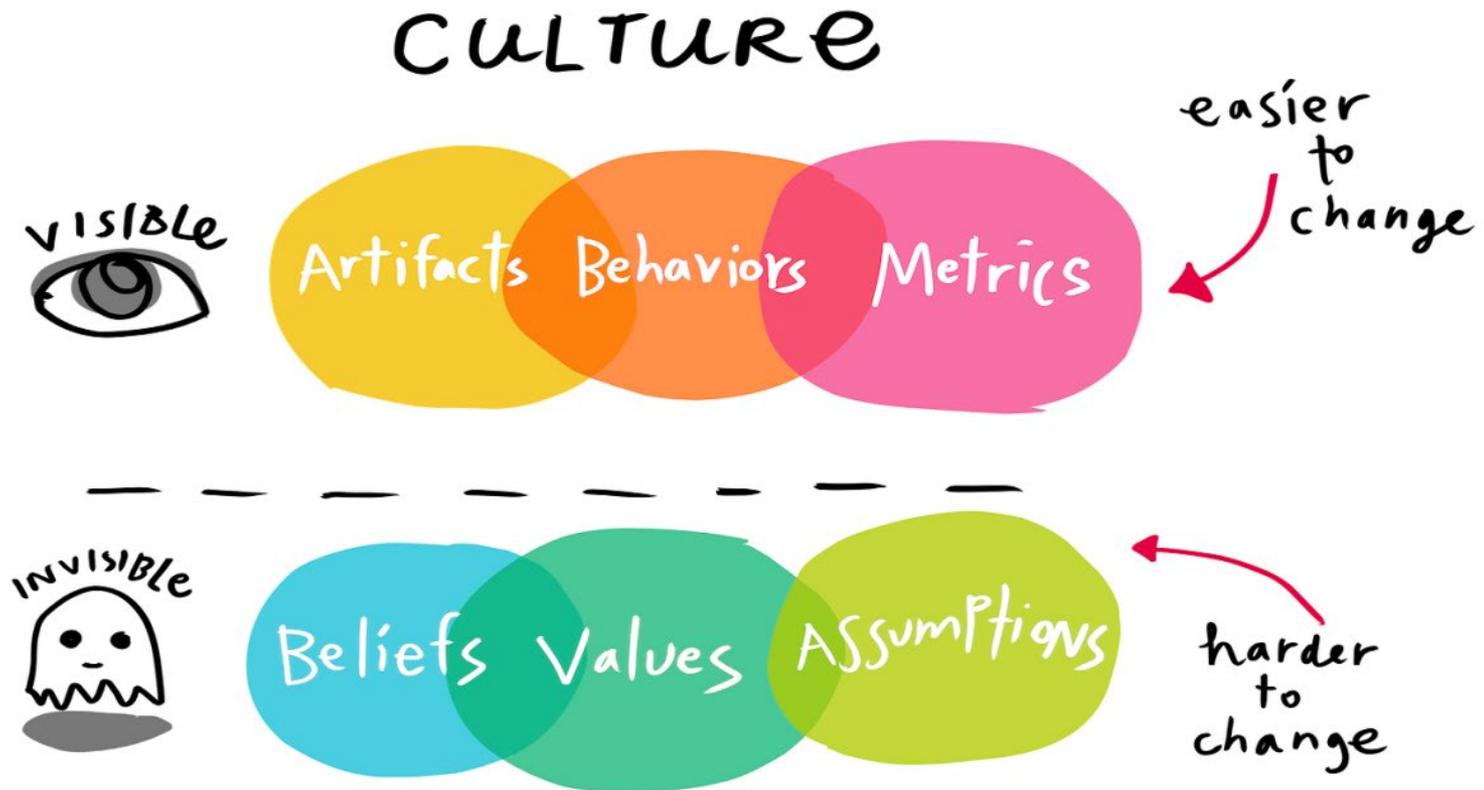
Attention to Core Values



YOUR CORE VALUES ARE LIKE A COMPASS.
A USEFUL TOOL TO HELP YOU MAKE DECISIONS.
UNSURE WHICH DIRECTION TO GO?
CONSULT THE COMPASS TO INFORM YOUR CHOICE.



How Can CFOs Lead Culture?





What's the Core of Core Values?





Breaking Blind Spots with Culture

- People can express their honest opinions.
- People have room to try new things.
- People have authority within their roles.
- People make friends at work.
- People have a high level of trust.
- People celebrate each other's wins.
- People feel a sense of a team effort.
- People feel comfortable asking for help.



Do You Keep a To-Do List?



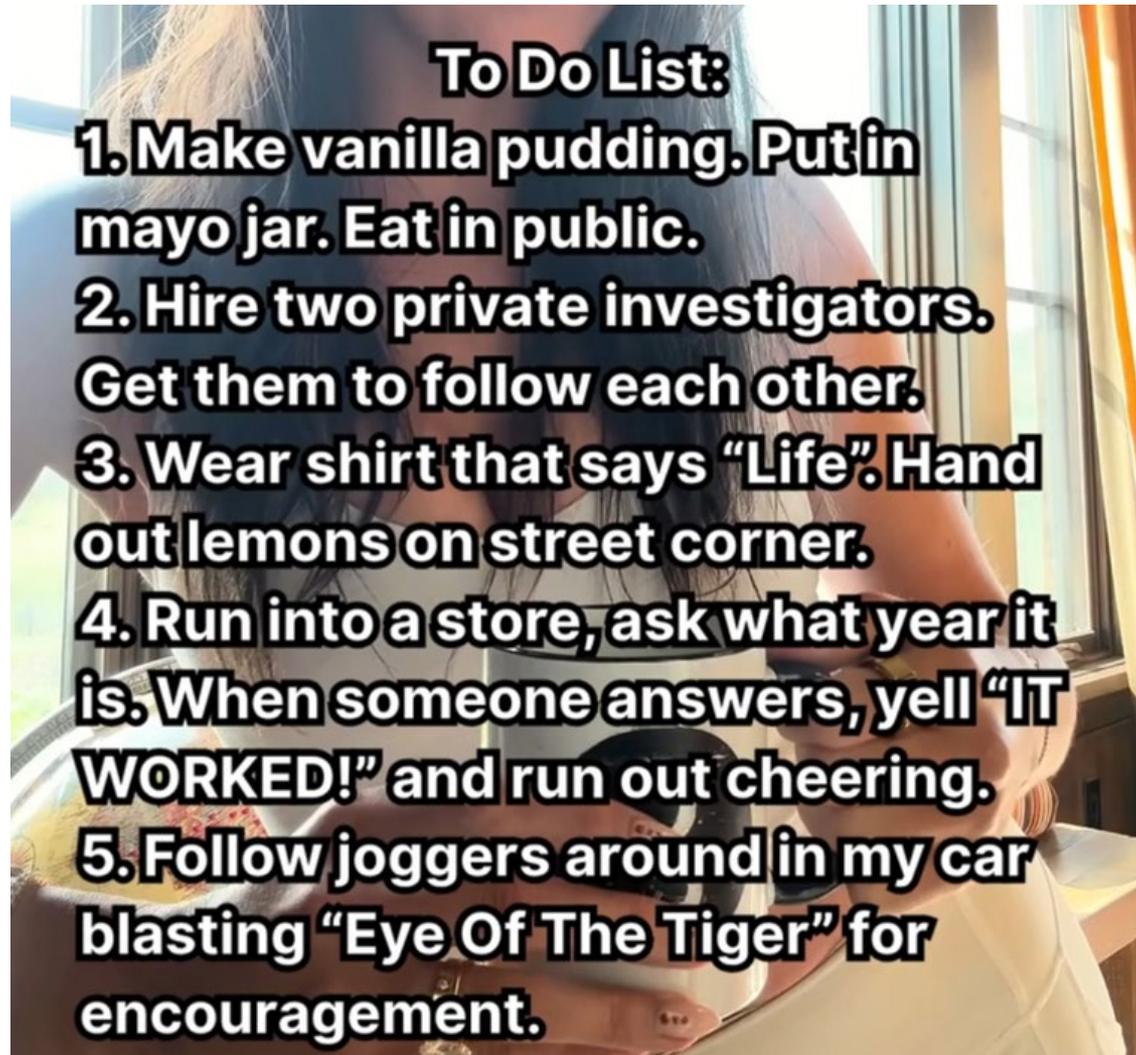


Are Any of These On Your List?

1. Being honest
2. Go innovate today
3. Own and allow for mistakes
4. Make a new friend at work
5. Go trust someone's decision
6. Go affirm and celebrate someone today
7. Build a teamwork mentality
8. Go seek someone to ask you questions today



This is a Better To Do List





Insanity



"I mean, I can throw it a third time."



Boss's Attitude

My boss arrived at work in a brand-new Lamborghini. I said, "Wow, that's an amazing car!" He replied, "If you work hard, put all your hours in, and strive for excellence, I'll get another one next year."



Polling Question #8

Ever Worked With Such a Boss?

Have you ever worked with a CEO or manager with a 'Lamborghini' attitude?

- a) Over 19 times,
- b) 10 to 19 times,
- c) 5 to 9 times,
- d) 1 to 4 times,
- e) Never, or
- f) I'm not sure?



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<https://commons.wikimedia.org/w/index.php?curid=161420927>



Stop Limiting Affirmation



Did your human
break a treat in half
and try to pass it off
as a whole treat?

You may be entitled
to compensation.

FIDO BONA ESQ
Pawfirm Owner

**Our attorneys have seven times
the experience chasing down
treats owed.
Paw us today to schedule a
consultation**

**HOUND,
WOLFE
& CHASE**
Attorneys at Paw



Stop Limiting Affirmation





Building Relationships





Do Something



Steve Martin

3d ·



I brought my dog here AND HE DID NOTHING!





Head and Heart Leadership



Head-Based Attributes

Curiosity
Wisdom
Perspective
Capability

Heart-Based Attributes

Humility
Self-awareness
Courage
Empathy



WHY is So Very Powerful!

- Asking *why* keeps us aligned with our purpose.
- Openly giving our *why* builds trust.
- Purpose drives clarity, trust, and stronger culture.
- Overcoming blind spots starts with self-awareness.
- Leaders who live their “*why*” create loyalty and impact.
- Your next step: keep asking *why*—for yourself, your team, and your organization.



Thank You!

Please share your thoughts and comments.

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