

by Mark McCully
CEO, American Angus Association



Why do you do what you do?

“People don’t buy what you do; they buy why you do it.” I’m a pretty big fan of author and leadership guru Simon Sinek, who says that in his book, Start with Why. He makes a compelling argument that people are far more driven by the “why” than the “how” or “what.”

As I’ve been learning the team at the American Angus Association, I recently sent all employees a two-question survey:

- Why do you work here?
- Why do folks belong to the Association and do business with us?

The responses were both insightful and inspiring. Of course the answers varied, and that wasn’t a surprise. There were some common themes, but some “whys” are as unique as the individuals sharing them.

Our “whys”

One word best describes what I read — passion. The team at the Association is passionate about our membership and the cattle industry, and is driven by our mission and heritage. They want you to be successful, and they want to have a direct and positive impact on your success. They enjoy the people internally and externally, and love being a part of the Angus family. We really have a great team here and consider the Association to be an extension of your family. It’s not just marketing lip service. We believe it.

The team clearly understands people do business with us because

of the quality of service, accuracy and value of the tools and programs, as well as overall member experience. Regardless of where they work within the organization, they know the importance of their job and want to do it well.

It’s human nature to want to be on a winning team, and that’s why this crew likes being Angus. They are able to provide innovative and relevant programs not offered anywhere else. The value of and the demand for Angus genetics drives them. We’re always trying to improve.


We realize our members are busy and what we do in Saint Joseph, Mo., and around the country affects your operations and livelihoods. The team is committed to making sure you’re not disappointed.

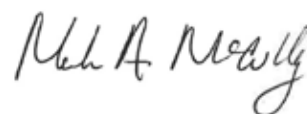
A shared vision

In the end, we sure don’t need to have the same “whys,” but we want to make certain our motivators are clear and understood throughout the Association. Having that shared vision and mission will allow even better service and even more value for our members. We’ll continue to foster an environment that has you at the center, because you’re why

we’re here. You’re the reason we get up every morning and come in to work. It’s a relationship we don’t take lightly, and we care deeply about your success.

So, why do you do what you do? Many will say it’s a love of the animals and the land. Being a responsible steward of our resources is a significant goal for farmers and ranchers. It’s a primary reason we do what we do and something you can only fully understand when you’ve worked with land and livestock.

Without us, people don’t eat. Feeding the world is a noble calling and interwoven into the fiber of people in agriculture. It drives us. It’s our why. 



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