



Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

Inspiring belief

“People don’t buy what you do, people buy why you do it.” Credit my friend Jim Whitt of Tulsa, Okla., in his recent Purpose Unlimited eLetter, for leading me to discover this thought-provoking quote by Simon Sinek, author of the 2009-released leadership book Start With Why and his related video “How great leaders inspire action.”

Start with why

Whitt adds, “In the video, Sinek talks about the Golden Circle, a model he says codifies the three distinct and interdependent elements — what, how and why — that make any person or organization function at its highest ability.”

He says most people and organizations think outside-in, starting with what and how but rarely understanding why. On the other hand, he says inspired people, leaders and organizations think inside-out — they start with the why, then the how, then the what. Additionally, he points out the why is not profit. The why is your cause, your purpose, as in why your organization exists.

To support his explanation of the Golden Circle, Sinek uses examples such as world-

renowned computer company Apple Inc., aviation pioneers the Wright brothers and civil-rights movement leader Martin Luther King Jr.

Captivating my attention even further than his first quote — and resonating with me in the context of the Angus Foundation’s cause — was when Sinek went on to say “the goal is to do business with people who believe what you believe.”

Why does your Angus Foundation support Angus youth undergraduate and graduate student scholarships? Why does your Angus Foundation support Angus youth leadership activities like the Leaders Engaged in Angus Development (LEAD) Conference this past month in New Orleans, La., which was attended by more than 170

Angus youth, along with the regional Raising the Bar Conferences?

Why does your Angus Foundation support adult educational activities for members such as the Cattlemen’s Boot Camps, Beef Leaders Institute (BLI) and Young Cattlemen’s Conference (YCC) each year? Why does your Angus Foundation support research projects?

It’s because we believe this is your Angus Foundation’s cause and purpose, and the reason the organization exists.

Add the what and how

One only has to visit our website, www.angusfoundation.org, to see these questions cover just a mere sampling of the comprehensive scope of activities and programs in which your Angus Foundation enthusiastically invests annually.

From this visit to the website and reading our news releases, newsletters, annual reports and watching our videos, the “what” and “how” of applying Sinek’s Golden Circle to our organization’s work becomes readily apparent. Yet, it is more important to understand the why.

Yes, your Angus Foundation believes in finding solutions to present-day problems — addressing challenges faced by Angus seedstock and commercial producers with the end goal of creating value-added opportunities for you — our members, our Angus youth, our beef cattle industry, and, more specifically, our beloved Angus breed — so everyone involved can be more profitable and successful. That’s why we do it!

Do you believe?

My question now to you is this: Do you believe in what we believe in? If so, will you act on your belief with your charitable financial support to the Angus Foundation? I believe, and I trust that you also believe in the “why” of the Angus Foundation!

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Author’s Note: Milford Jenkins is president of the Angus Foundation. Visit www.angusfoundation.org for more information regarding the Angus Foundation.

