

WHY

3 LETTERS
WITH THE
POWER TO
UNLEASH
INSIGHT

TRY IT

NORTH WEST FALL DISTRICT MEETING
1st VP Membership, Cimi Douglass
2018

The urge to question is natural for small children - just ask any parent. But few of us are aware that it is also one of the most vital tools for success. The Power of Why, shows how curiosity and the ability to ask the right questions fuels innovation and can drive change not just in our organization but also in our personal lives. Our State President challenged us to increase our membership by 10% - so how do we do that? In order to grow we must ask the question "Why are our clubs decreasing in size?" Having the answers to that question along with possibly solutions may put us on the right track to improve how we can attract new members. Interaction and listening is important to us as a district. We need to know your thoughts and why you feel your clubs cannot grow.

Table Hosts: Please ask the question below and "Why" to one person 4 times.

Power of Why Question: Before we begin please take a moment to think about why you joined our organization. With that thought in mind, here's the question for today.

WHY DO YOU THINK OUR CLUBS ARE DECREASING IN SIZE?

WHY? ASK THIS 4 TIMES/WRITE DOWN ANSWERS.

Hypothetical Example: You may not have time to go around to each person, but I'd love to have this question answered by at least 2-3 different people.

Why do you think our clubs are decreasing in size?

Answer: Because people think women's clubs are for older women.

Why? Because most of the members in our club are older or retired.

Why? Because we had a larger club at one time but now the core group is older and we are not attracting younger people?

Why? Because we don't know how to?

Why? Because we don't have anyone that is skilled to take care of this initiative.

This is the Power of Why – drilling it down to the root of the problem here. It's not because you are older, it's not because your club is not attractive, it's not because you don't know how – we can teach you. It's because you don't have anyone that feels as if they are skilled enough to take on this initiative.

Solution: Find someone in our group that wants to make this their mission and ask for help with training, ideas, and support. Or try reaching out to high schools, colleges or someone that wants to donate their time to us pro bono to help us reach out to others. Maybe we can place a "want-ad" out to marketing or salespersons to help us.

Power of Why

Name	Question Why	Why	Why	Why

