

## What's your Why

**Presenter: Kent Burns – Recruiter, Author, and Entrepreneur**

Kent is an award-winning and nationally recognized expert in talent acquisition and retention. His experience includes eight and one-half years with MRI Network, the world's largest search firm. In 2003, Kent was the Top-Producing Individual Account Executive Worldwide for MRI Network, outperforming approximately 3,500 recruiters. Additionally, he co-owned and managed one of the five highest producing offices in a network of 1,100 offices spanning 38 countries.

### **About this Session:**

At the very pinnacle of Kent's decision to change careers, he asked himself this one simple question: What's Your Why? And as elementary as it may seem, it was this question that changed his life forever by giving him the confidence to leave a cushioned C-level position, in one of the world's largest accounting firms, to start his own recruiting business. Kent Burns is an award-winning and nationally recognized expert in talent acquisition and retention. In this episode, Kent shares his "What's Your Why" methodology which brings to the forefront the elements of personal motivation.

### **Week 1 Meeting: "What's your Why" by Kent Burns**

**If you are reviewing this episode with a team, watch this entire Episode. The questions posed in this Episode are ones that require some personal thought and introspection – the Guide below will help you continue to ponder the questions Kent poses.**

#### **UNDERSTANDING THE WHY:**

**What do you think about?** \_\_\_\_\_  
\_\_\_\_\_

**How do you spend your time?** \_\_\_\_\_  
\_\_\_\_\_

**How do you spend your money?** \_\_\_\_\_  
\_\_\_\_\_

**Need more help?** Look at your last 30 bank transactions – what do they tell you about what's important to you? Open up your calendar from the last 30 days – where do you spend your time? What was the first thing you thought about this morning when you woke up? When you are driving? Before you go to bed? When you daydream?

\_\_\_\_\_  
\_\_\_\_\_

**BURIED TREASURE:** The following excerpt from Max Lucado's book, "Cure for the Common Life," expands on this concept of "buried" treasure.

*"I once grabbed the wrong bag at the airport. The luggage looked like mine. Same size. Same material. Same color. Thrilled that it had emerged early from the baggage catacombs, I yanked it off the carousel and headed to the hotel. One glance inside, however, and I knew I'd made a mistake. Wrong size, style, and gender. (Besides, my pants would be too short with stiletto heels.)*

*What would you do in such a case? You could make do with what you have. Cram your body into the tight clothes, deck out in other-gender jewelry, and head out for your appointments. But would you? Only at risk of job loss and jail time.*

*No, you'd hunt down your own bag. Issue an all-points bulletin. Call the airport. Call the airlines. The taxi service. The FBI. Hire bloodhounds and private investigators. You'd try every possible way to find the person who can't find her suitcase and is wondering what gooney bird failed to check the nametag.*

*No one wants to live out of someone else's bag.*

*Then why do we? Odds are, someone has urged a force fit into clothes not packed for you. Parents do. The dad puts an arm around his young son. "Your great-granddad was a farmer. Your granddad was a farmer. I'm a farmer. And you, my son, will someday inherit the farm."*

*A teacher might. She warns the young girl who wants to be a stay-at-home mom, "Don't squander your skills. With your gifts you could make it to the top. The professional world is the way to go."*

*Sage wisdom or sound advice?"*

What are some of your treasures that have been buried? How can you start to revisit that treasure?

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**YOUR WHY-Q:** Don't focus on what's left *out* - focus on drawing out what's been put *in*. As a manager, leader, friend, or parent, how can you help others around you start to understand their why and build on what's been put *in*? There is a quote by Michelangelo that states, "*Every block of stone has a statue inside it – it is the task of the sculptor to discover it.*" Think about three people in your life you have the ability to profoundly influence – with the right chemistry, how can you start to uncover the statue that lies beneath?

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**ACTION STEPS:**

- Step 1:** Decide what you think your why is at this point in time.
- Step 2:** Over the next 24 hours, make some notes about what preoccupies your thoughts.
- Step 3:** Focus on spending some of your time, energy, and effort in service of your why.
- Step 4:** Take a step back and evaluate how closely your actions lined up with your words.
- Step 5:** If your why needs further development or scrutiny, continue to make this an evolving process.