

## Memorandum

To: Eric Newman, Texas A&M Business Honors Adviser

From: Christopher Bybee, Texas A&M Mays Business School Student

Date: September 3rd, 2015

Purpose: To reflect and respond to Simon Sinek's book, *Start With Why*.

Throughout his book, *Start with Why*, Simon Sinek challenges our thinking about why we do what we do and what truly makes a fundamental leader. Personally, much of the text was applicable to leadership roles in organizations at Texas A&M, as well as how I would like to run a business one day.

Sinek says "The role of the leader is not to come up with all of the great ideas. The role of a leader is to create an environment in which great ideas can happen." I have commonly found that I stretch myself too thin when operating in a leadership position. For example, during the past eight months while serving as President of Fiji, I have seen a direct correlation between the effort I put into giving chapter members the opportunity to lead and the efficiency of chapter progress. In other words, the more that I create and allow an opportunity for creativity to exist, the more momentum the chapter has seemed to attain. Specifically, our philanthropy committee has struggled in the past to take the initial steps to make a successful fundraiser or charity event happen. They always have great ideas, but can never get the ball rolling. That being said, I have made an effort to take an active role in managing them, providing them with the resources they need, and encouraging them throughout the process. As a result, a 32-team Low Hoop Basketball Tournament is scheduled and has all the pieces it needs to be successful. With all of that in mind, I have learned a valuable lesson by applying that quote to the experience I have had within Fiji. Many times people will have great ideas, but simply do not know where to start to get that idea moving. As a leader, it is my responsibility to create an environment where great ideas can grow. An organization is completely useless and pointless if creativity cannot foster. Looking forward, I plan to continue to put effort towards serving as an enabler for others. Regardless of the position I am in, I believe there will always be an opportunity to help others get their ideas off the ground and in motion.

From more of general perspective, I would like to begin to apply the question "Why?" in more areas of my life. Oftentimes, I find myself agreeing to join an organization or apply for a program simply because that was what most other people similar to me did. The lowest and most unfulfilled point I have had in college was, in my opinion, a direct result of a failure to ask "Why?". I never stopped and asked myself why I was doing the things that I did. There was never true passion or reason behind joining many of the organizations I joined. So, with that in mind, I plan to truly sit and reflect on "Why". Why am I joining this organization? Why am I applying for this job? I believe a quick reflection on why will typically fuel a greater drive and sense of purpose in life.