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Welcome to the Period of Instruction. This presentation is based on a 2013 TED talk by Simon Sinek called, “Start with Why.” TED is an acronym for technology, education and design. TED is a nonprofit devoted to spreading ideas in the form of short, powerful presentations. The original 2013 TED talk “Start with Why” is available on YouTube. It talks about why certain movements in our society fizzle out and others remain strong. It also discusses why some organizations are inspiring and others are lackluster.

**Slide #1 – Know Your Core Why**

As PEOs we often focus on the “**HOW**”. These are the busy and wonderful “doings” and procedures of P.E.O. We accomplish **HOW** by having programs, creating small interest groups, fundraising, finding candidates, and being leaders.

As PEOs, we also jump right to the “**WHAT**” of PEO ….the results, those constructive outcomes that we want to see happen. We want strong Sisterly bonds, vital chapters, contributions to our communities, women reaching their educational goals, sisters growing in confidence.

But in order for all this energy to radiate productively into the world, it needs to come from one direction…our hearts. We need to be solid in our core for **WHY, WHY** we are PEOs. We need to remember **WHY** we choose to come to meetings, why we get involved, why we keep in contact with our sisters, and why we invite others to become PEOs.

**HOW** things get done and **WHAT** effects we see in the world will fall into place more naturally and last longer when we know **WHY** we are PEOs.

This **WHY** is often what other women who are not yet PEOs want to know when they hear us talking about our chapter commitments. They wonder….why does she do this? Why does she volunteer with this particular group?

**Slide #2 What is P.E.O.?**

**WHAT** is PEO?Lately, we have been perfecting a P.E.O. “Elevator Speech”. You know, that one-minute synopsis that explains what P.E.O. is so you can easily talk about the good works of P.E.O. to nonmembers. The Elevator Speech tells **WHAT** is PEO. Each delegate has been given a small business card with an elevator speech on it. Will you join me in reading this Elevator Speech now? P.E.O. provides educational opportunities for women. We do this by offering scholarship, grants, awards and loans to help women enhance their lives through learning. This card also has the PEO tagline and the PEO mission statement. It is a valuable tool to help you tell women about PEO.

**Slide #3 What is your one?**

As individuals, we also have a **WHAT**. **WHAT** PEO is to us. Now is the time to imagine what P.E.O. in New Jersey will be like if all 1356 active membersdo just one thing to strengthen P.E.O. this year. What is the one thing important to you? Does your imagination let you picture successfully raising funds for projects with a garage sale, or telling your niece about PEO membership, or seeing your hairdresser as a candidate for a grant? Can you imagine starting a knitting circle from your PEO sisters or assuming a role on the state Cottey Committee?

AND, while you are imagining, what would you answer if someone asked you, “**WHY** are you a P.E.O.?”

**Slide #4 Know your core Why**

Each of you has a Know Your Core Why handout (HOLD IT UP)

This graphic came to the International Membership Team from the organizers of Kentucky and North Carolina. It shows the **HOW and WHAT** of PEO. Do you see the word **WHY** on the marguerite in the middle of the star? That is the **CORE WHY**.

The five points of this star represent the “**HOW”** of PEO**.**  These are the ways PEO is beneficial to us and to others.

**Slide #5 How PEO Strengthens us**

* Programs – We learn from nature, arts, books, study and society.
* Small Interest Groups – We show a loving concern for each other and have fun. According to WebMD, laughter and fun with friends and family is a known health benefit. That’s an extra perk to P.E.O. membership!
* Fundraising – We raise money for our P.E.O. projects and philanthropies. Last year, New Jersey chapters donated over $ 82,000 to our five International projects, Cottey College and the P.E.O. Foundation. Also, our chapters gave over $5,000. to the NJ Funds for Special Assistance and Cottey.
* Project Recipients – We are the leaders in helping women reach their educational goals.
* Leadership Development – We learn about P.E.O. through our conventions, Reciprocities, workshops, The Record, our website, and serving as officers.

The displays in the hall illustrate the point that New Jersey women need PEO.

* In New Jersey we have sponsored:

14 ELF recipients for a total of $ 189,000. Fifteen loans were repaid

this year.

18 Scholar Award applicants with one recipient chosen for the

prestigious award. Nine chapters were laureate chapters.

23 PCE recipients for a total of $ 12,646.17

6 STAR recipients for a total of $15,000

10 IPS recipients and 14 Partner in Peace chapters.

Those five points are the **HOW** of P.E.O. **HOW** we do PEO work. And **HOW** that translates to the good that we do.

**Slide #6 How Active Membership Benefits P.E.O.**

**PEO** has a strong **WHAT** component. These are the results of our work. We know what happens when we are committed P.E.Os. And, it is all good!

* The bonds of the Sisterhood are strengthened when we spend more time together.
* The Sisterhood grows by adding members and new chapters.
* P.E.O. membership makes our communities better through our generosity and outreach.
* Women reach their educational goals with our support.
* Members grow in confidence and awareness of their own strengths.

**Slide #7 Love is the Foundation**

We all know that the foundation of the P.E.O. Sisterhood is love. To keep our membership vibrant each of us needs to know **WHY**:

* Why do we choose to attend meetings regularly and why do we choose to spend two days at a convention?
* Why do we stay in contact with our chapter sisters and invite new members to join P.E.O.?
* Why do we spend so much time working on fundraisers?
* Why do we follow procedures and file paperwork to help candidates become recipients?
* The reason WHY a sister is a PEO will keep her engaged and active in her chapter for her lifetime.

The foundation of the P.E.O. Sisterhood is love.

**Slide #8 Why are you a P.E.O.?**

Take a few moments now to think with an open heart. WHY are you a P.E.O.? Write it down in a few words on the back of your handout or on a piece of paper. Get to know your core “**WHY**” -- your “P.E.O. why.” Only you can answer why you are a P.E.O. **WAIT**

Quietly, please turn to a Sister near you and share your core **WHY** with her. I will give you a moment to share. **WAIT**

Does knowing your core **WHY** help you see how you can influence your chapter and your Sisters? Did the sister you shared with have a different core **WHY**?

Would you like to know my core WHY? It is because I honor the past gift of PEO from my Mother in law and her mother and I proudly serve in any capacity for the respect of my daughters, sister, and friends who I have brought into PEO. I am driven to share P.E.O. and all of its goodness.

**Are there one or two others who would like to share? WAIT**

Thank you. Let’s continue.

**Slide #9 Share your Core Why**

After convention, take more time to reflect on your core WHY. When you are giving your Convention Report to your chapter, share your core why with your sisters. Consider using the Know Your Core WHY star graphic sheet as a chapter program next year. Make sure each member of your chapter knows her own **WHY**.

Remember your **WHY**, especially when the **HOW**s and the **WHAT**s of PEO life seem complicated or challenging or even daunting. It is from our heart that the expression of P.E.O. love is sent into the world.

**Slide #10 Hands around globe**

We are members of the finest women’s organization in the world. Our membership is so much more than a number. P.E.O. is changing the world, one woman at a time. We are Women helping women reach for the stars.

**Slide #11 Know your Core Why**

The small business card you have been given holds the Elevator Speech, the P.E.O. Tagline and the P.E.O. Mission Statement. I encourage you to carry this card in your purse or with your cell phone so that you can refer to it when someone asks “**WHAT** is P.E.O.?”. And then, take a moment to share your core **WHY ~ WHY** you are a PEO. Your heartfelt sharing will open doors of opportunity for others.

Thank you.