ENERGIZE YOUR PRACTICE WHEN YOU KNOW YOUR WHY

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WHAT MATTERS TO THEM?

OUR PROFESSION

found a true passion in working with mothers and their children! – Community RD in NY

to follow my passion... in culinary... and becoming a registered dietitian! – Culinary RD in northeast

Her passion shines when she inspires her clients to bring good nutrition... to their lifestyles! Private practice RD in PA

IS KNOW YOUR WHY...

• Same as Passion?
• Same as money?
• Same as competitive services and products?

WHAT IS “WHY”?

• Your Purpose, Cause or Belief
• Why does Your Practice exist?
• What gets you out of bed every morning?

"Your Why" fans the flames
WHY START WITH “WHY”?

• Inspire within and inspire clients and teammates
• Leader with a big L or a small l
• When we don’t start with “Why”

THE GOLDEN CIRCLE

Credit: Sinek S. Start with Why, Penguin Books

THE ORDER MATTERS

• We make great iPhones and Mac. The Apple stores are awesome. Our salespeople are helpful.
• They are gorgeously designed, easy to use and user-friendly

START WITH WHY

• We believe in challenging the status quo. We believe in best user experience.
• The way we do it is by making our products gorgeously designed, easy to use and user-friendly
• We make great iPhones and Mac. The Apple stores are awesome. Our salespeople are helpful.

APPLE AND NIKE

1. Apple: to bring the best user experience to its customers through its innovative hardware, software, and services.
2. Uber: to create opportunity by setting the world in motion.
3. Google: to organize the world’s information and make it universally accessible and useful.
4. Kickstarter: to help bring creative projects to life.
5. Tesla: to accelerate the world’s transition to sustainable energy.
6. Wawa: to fulfill lives, every day.
7. Squarespace: to empower people with creative ideas to succeed.
8. Nike: to bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete
9. Microsoft: to empower every person and every organization on the planet to achieve more.

WHY DOES AIRBNB EXIST?

"is to live in the world where one day you can feel like you're home anywhere & not in a home, but truly home, where you belong"
PERSONAL MISSION

- Richard Branson, founder of Virgin Group, explorer, says: “To have fun in my journey through life and learn from my mistakes.”
- Walt Disney, the founder of Walt Disney Productions: “To make people happy.”
- Andy Andrews, an international speaker and the author of “The Traveler’s Gift” says: “To help others live the lives they would live…if they only knew how.”

YOUR MISSION STATEMENT

- What you hope to accomplish in your life?
- How you wish to live your life?
- Goals that you want to reach?

MY WHY

PEOPLE VS THINGS

Nobody cares how much you know, until they know how much you care.
— Einstein, Rogers
CASE STUDIES

- Her “Why” – “To empower women to reclaim their space unapologetically. Then they can use the mental energy to pursue what they love.”
- His “How” and “What” – 1:1 sessions and FB communities to help women.
- Proof – Instagram voice.
- My take – Her evolving “Why”.

Alissa Rumsey, MS, RD, nutrition therapist, founder of a nutrition coaching business that specializes in intuitive eating and body acceptance.
WHAT IF I DON'T KNOW MY WHY

• Evolves
• Chisel, Chisel, Chisel
• Ideally about People’s Lives—Align with Your Belief System. Serving them makes the best version of you.

KNOW YOUR CLIENTS

• Weight Loss
• Private Nutritional Counseling
• Sports Nutrition
• Healthy Start Nutrition Education
• Grocery Store Tours
• Meal Planning

HOW YOUR WHY HELPS REVENUES

• Voice on Social Media
• Presentations – Solve Problems
• Your Blog content – Value
• Business Growth
• Client Engagement

BENEFIT-FOCUSED
PUTTING TO PRACTICE

- Engage Your Audience Presentations – build empathy
- Motivational Interviewing – behavior change
- Risk-taking in Perspectives.
- From Educator to Problem-Solver
- Website Should Speak to Their Problems

RESOURCES

Watch every talk from Simon Sinek on TedTalk!

KNOW YOUR WHY

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