**Stakeholder Engagement**

**Reflection Journal**

**Reflection** is an essential part of the stakeholder engagement process, as well as a core part of learning. Use this journal to wrap up each session and reflect on the content and concepts presented. While prompts are provided to guide your thinking, you are invited to add thoughts and ideas that are most meaningful to you in your work and professional practice.

**Session 3: Leading Your Data System Stakeholders**

As you watch the TED Talk by **Simon Sinek: How Great Leaders Inspire Action**, reflect on your leadership of stakeholders involved in data system initiatives and how his thoughts on inspiring action apply to your work. Jot specific actions and additional questions you may have that are specific to your program(s).

**Prompt 1**

In the introduction to his presentation, Sinek states:

*“..very, very few people or organizations know why they do what they do. And by "why" I don't mean "to make a profit." That's a result. It's always a result. By "why," I mean: What's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care?*

If asked, how you would respond to Sinek’s questions?

o What is your purpose?
o What are your beliefs?
o Why should your stakeholders care?

**Prompt 2**

In his example of Martin Luther King, Jr., Sinek notes:

*“250,000 people showed up on the right day at the right time to hear him speak. How many of them showed up for him? Zero. They showed up for themselves. It's what they believed about America that got them to travel in a bus for eight hours to stand in the sun in Washington in the middle of August.”*

Think of how you might address your stakeholders with your words/actions and beliefs that would inspire them to “travel in a bus for either hours to stand in the sun in Washington in the middle of August.”

**Prompt 3**

How can you use Sinek’s ideas to improve your leadership skills and your work with stakeholders?

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| CHALLENGE QUESTION: As the leader of stakeholders, how have I planned for and implemented a thoughtful process to determine the kind of input needed and the best way to gather and use input from multiple sources that leads to efficient and effective work around my data system? |