**Watch this video Simon Sinek Start with WHY:** [**https://www.youtube.com/watch?v=IPYeCltXpxw**](https://www.youtube.com/watch?v=IPYeCltXpxw)



**What’s my why? Why did I become an educator?**

**What’s my union’s why?**

**B.R.A.G. Sheet**

|  |  |
| --- | --- |
| Benefits – *What are the advantages of membership in our union? (i.e. A collective voice for public education)* | **R**esources – *How does my union support me and help me be the best educator I can be?* |
| Achievements – *What have we achieved that makes a difference in the lives of my students?*  | **G**oals – *What achievements are we (or should we) working to accomplish that will make a difference in the lives of my students?* |