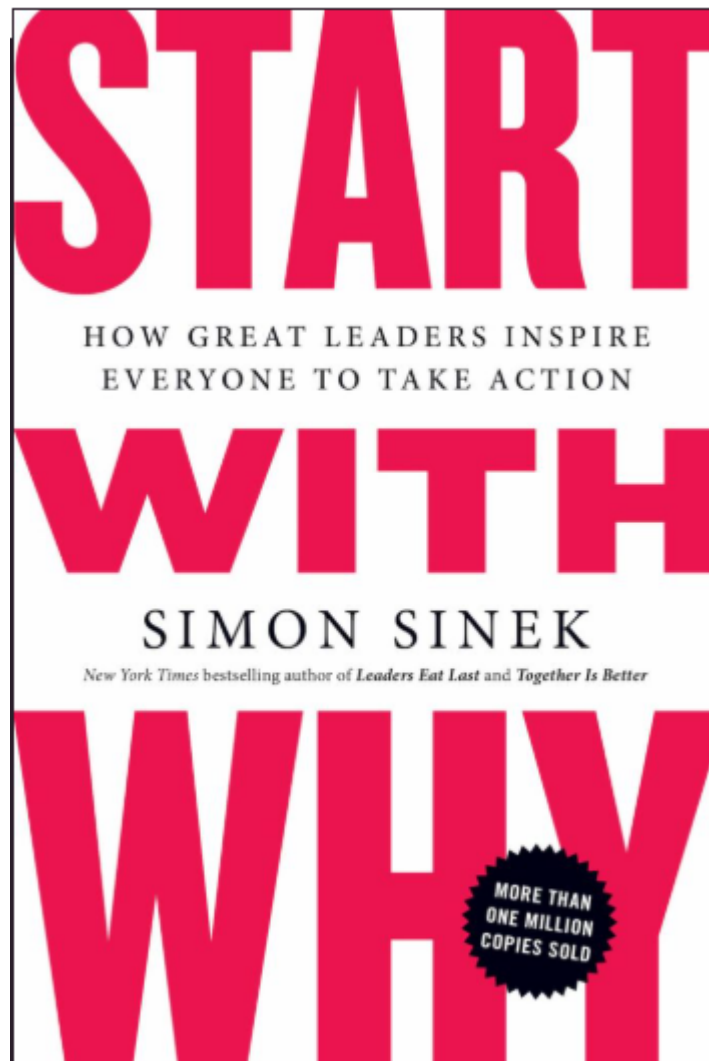




**San Elizario ISD Board of Trustees
Book Study 2025-2026**



**Start With WHY:
How Great Leaders Inspire Everyone to Take Action
by Simon Sinek**

August 13, 2025:

The book was sent to trustees before this meeting date to begin review.

September 16, 2025:

PART 1. A World That Doesn't Start With a Why

Chapter 1: pgs. 11-15 Assume You Know

Chapter 2: pgs.16-34 Carrots & Sticks

October 8, 2025:

PART 2. An Alternative Perspective

Chapter 3: pgs. 37-51 The Golden Circle

Chapter 4: pgs. 52-64 This Is Not Opinion; This Is Biology

November 12, 2025:

Chapter 5: pgs. 65-80 Clarity, Discipline and Consistency

January 14, 2026:

PART 3. Leaders Need A Following

Chapter 6: pgs. 83-114 The Emergence of Trust

Chapter 7: pgs. 115-130 How A Tipping Point Tips

February 11, 2026:

PART 4. How to Rally Those Who Believe

Chapter 8: pgs. 133-153 Start With Why, But Know How

Chapter 9: pgs. 154-159 Know Why – Know How – Then What?

March 4, 2026:

Chapter 10: pgs. 160-171 Communication Is Not About Speaking; It's About Listening

PART 5. The Biggest Challenge is Success

Chapter 11 pgs. 175-182 When Why Goes Fuzzy

April 8, 2026:

Chapter 12 pgs. 183-206 Split Happens

May 13, 2026:

PART 6. Discover WHY pg. 207

Chapter 13: pgs. 209-221 The Origins of A Why

Chapter 14: 222-225 The New Competition

Quote Share Learning

1. Quote Share: Find at least two quotes per chapter that resonate with you
2. Record your rationale for selecting each of the two quotes

Chapter	Quote with page number	Rationale
Chapter 1		
Chapter 2		
Chapter 3		
Chapter 4		
Chapter 5		
Chapter 6		
Chapter 7		
Chapter 8		
Chapter 9		
Chapter 10		

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