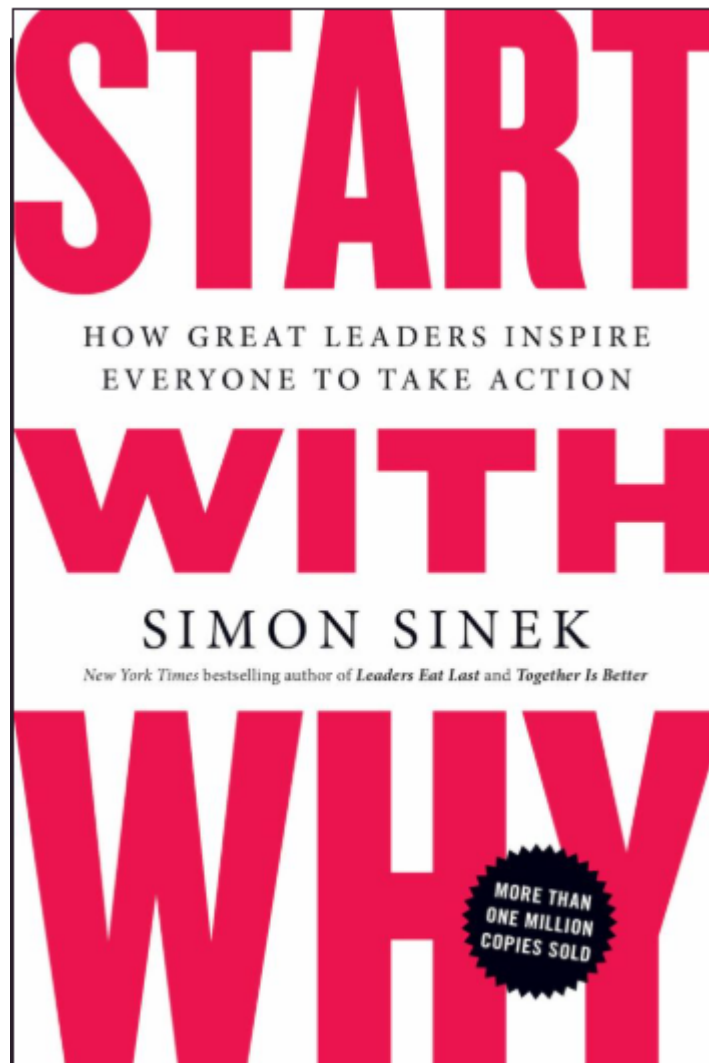




**San Elizario ISD Board of Trustees
Book Study 2025-2026**



**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 10, 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 15, 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

March 4, 2026:

Chapter 12 pgs. 183-206 Split Happens

April 8, 2026:

PART 6. Discover WHY

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		
Chapter10		

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 11		
Chapter 12		
Chapter 13		
Chapter 14		