



## **From Vision to Victory: Why Great Leaders Prioritize “Why” Over “What”**

By Avi S. Olitzky

Leadership is not just about making decisions—it’s about understanding the deeper purpose behind them. At the heart of every successful organization lies a clear sense of **“why,”** a guiding mission that shapes every choice, action, and strategy. This principle is foundational to effective leadership and resonates strongly with what will be shared in our upcoming Strategic Goal Workshop. By prioritizing **“why”** over **“what,”** you can navigate complexity, inspire their teams, and achieve outcomes that align with your organization’s highest aspirations.

One of the greatest challenges leaders face is the temptation to leap directly into action without considering the deeper motivations and purposes driving those actions. When a club sees declining attendance at events or struggles with member engagement, the instinct is often to solve the most visible issue. Change the menu. Offer a discount. Add a new feature. While these responses may bring short-term results, they rarely address the real problem. Leaders who take the time to step back and ask the right questions—those rooted in purpose—are far more likely to uncover insights that lead to meaningful, sustainable change.

Focusing on the **“why”** behind an organization’s actions creates a framework that connects efforts to the broader mission. It transforms the way decisions are made and helps avoid the trap of treating symptoms rather than solving problems. For example, a club struggling with attendance might ask: Why are members choosing not to participate? Why do certain events succeed while others fall flat? As leaders delve deeper into the reasons behind these trends, they can find solutions that resonate not just with the immediate needs of their members, but with the overarching goals of their organization.

A clear sense of **“why”** also strengthens the connection between leaders, teams, and members. Metrics like revenue, attendance, and growth are important, but they are ultimately outcomes of how well an organization serves its purpose. A club that exists to build community will naturally find success in these areas by staying true to its mission, rather than treating these numbers as goals in themselves. Leaders who focus on purpose are better equipped to inspire their teams and foster an environment where creativity, engagement, and innovation thrive.

Purpose-driven leadership requires intentionality and reflection. It means pausing to ask whether a decision supports the organization’s mission or merely reacts to the pressures of the moment. When leaders prioritize **“why,”** they set the stage for strategies that are not only effective but deeply meaningful. This approach helps ensure that every action taken—whether by individuals or the organization as a whole—aligns with what truly matters most.

As we look ahead to January’s Strategic Goal Workshop, these themes will come into sharper focus. The power of **“why”** is not an abstract concept; it is a practical tool that can be applied in real and transformative ways. By understanding and embracing this principle, leaders will be better prepared to identify what their organizations truly need and to craft strategies that deliver lasting impact. Purpose is the foundation of leadership and focusing on **“why”** is the key to turning vision into victory.

And this is why you should mark your calendars to attend the Chapter’s Strategic Goal Workshop on Monday, January 13<sup>th</sup> at The Club at Golden Valley.

## REGISTRATION INFORMATION

**CMAA Members may register using the mobile app, or contact:**

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