

# You are Your Compass

**As an oral historian, your greatest asset while navigating the work we do is yourself! It is through you that the world gets to experience, learn from, and share in narrators' truths and stories.**

Every oral history you will ever be part of is directly influenced by you! The way you talk, the way you ask questions, the purpose of your work - it is all present when you share space with narrators. So own it! Realize that you are as much a part of this process.

## **Who are you as an oral historian?**

When you imagine the way you enter a room, or share space with a narrator, what are words that describe you? What phrases come to you when you dream of a finished project? What is the legacy you wish to leave behind within oral history? It is important we connect with ourselves and reflect on who we are and what our goals are. DREAM BIG!

# Imagine

## **Think of 5 Words or Phrases You Aspire To:**

E.g. Compassionate, Fully Present, Empowering




# Actions

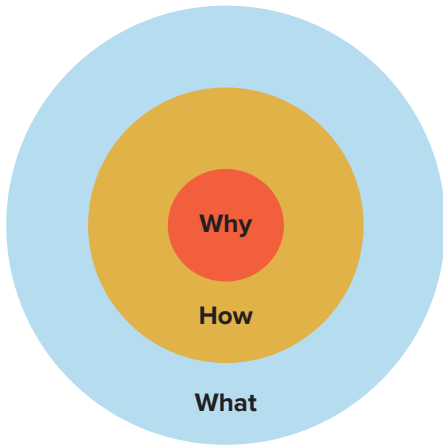
Take a moment to reflect on your dream oral historian self.  
Next, come up with actions you believe will align with your goals as an oral historian.

Descriptive Word or Phrase	Action or Behavior

**Revisit this page on a regular basis!**

This is something that will actively change as you do, and that's awesome.

# The Golden Circle



**The Golden Circle** is a technique used in communication and marketing coined by Simon Sinek on Ted Talk. What's important about this model is it helps us communicate effectively as well as determine our goals and plans for a project. Below is the example he uses during his Ted Talk, which is Apple. To revisit the youtube clip refer to the resources at the back of the workbook for a link.

Org/Project Name	Why	How	What
Apple	<i>Everything we do, we believe in challenging the status quo</i>	<i>Making our products beautifully designed, user friendly</i>	<i>We just happen to make great computers</i>

The unique approach taken here is to **focus first on the "Why"** of your organization, project or beyond before determining the "How" and "What" of an organization, project or goal. Below is an example and opportunity for you to try the method!

### Your Project's Why

*It can be helpful to think of them as "I believe" or "We believe" statements.  
Example: Apple, "Everything we do, we believe in challenging the status quo"*

It is also suggested that once you determine a "Why" you ask yourself again, "Why is this why important?" about 5 times! This will dig into the true purpose and beliefs that guide your work.

### Your Project's Why x5

*Example: Why is "challenging the status quo" important for technology?*

Now you have a solid why, the foundation for your oral history collection or project! It's time to explore the "how," and finally "what".

While exploring your next steps in the golden circle, you may find that the *how* and *what* may blend together a little bit. Don't be discouraged! Try your best to think of the *how as your process* and the *what as your actions*.

You will likely also need to **revisit** your *how* and *what* the more you get to know the ins and outs of your project and the resources available to you. This is a normal part of the process.



# Your Turn

Practice identifying the *why*, *how*, and *what* with other organizations you know of, as well as your own project(s).

Org/Project Name	Why	How	What
<i>Sinek's example: Apple</i>	<i>Everything we do, we believe in challenging the status quo</i>	<i>Making our products beautifully designed, user friendly</i>	<i>We just happen to make great computers</i>

We can use our why statements to keep ourselves accountable to the project and purpose of our work. If something doesn't fit within the why or actively contradicts it we know we are going off base and that we need to reexamine the project.



## Vision Board

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Let's create a vision board of the type of project you'd like to create! Sometimes it can be helpful to explore the depths of your project through artistic and emotional outlets. Take some time to collage, draw, write, or anything else below!

Some helpful questions: How do you imagine people engage with your oral histories? How do they feel? How do the narrators feel about how you present their work? Does it use all 5 senses? Does it live on the internet? Get wild!

Now that you've created your vision board, let's think about how to make it a reality. When you imagine this in concrete or tangible space what does it look like? If you are submitting to an archive with specific needs/demands — how can you still create this?

This is also a good time to go back to your original golden circle exercise. Do your *hows* match? Is it time to evolve or is compromise between the two visions better? You may even realize that what you're working on is two different projects. This is good! You'll be able to serve the communities and narrators more intentionally with these differences realized.