


The logo for SPAC 20 features the text "SPAC" in a bold, white, sans-serif font above the number "20" in a larger, bold, white, sans-serif font. To the left of the text is a graphic of a starburst or constellation of white stars of varying sizes, set against a background of golden bokeh circles.

**SPAC
20**

A partial view of a gold clock face is visible on the left side of the slide. The clock has Roman numerals and the text "SCIENCE • STANDING" is visible on the left edge. The years 1996, 1998, 2000, 2002, and 2004 are marked on the outer ring of the clock face.

Wisdom from the Sages: What
I've Learned as the Youngest
Member of a Proposal Team

Ian Burkett



Step 1

Define purpose.

Purpose

“Don’t ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive.” – Howard Thurman

Purpose

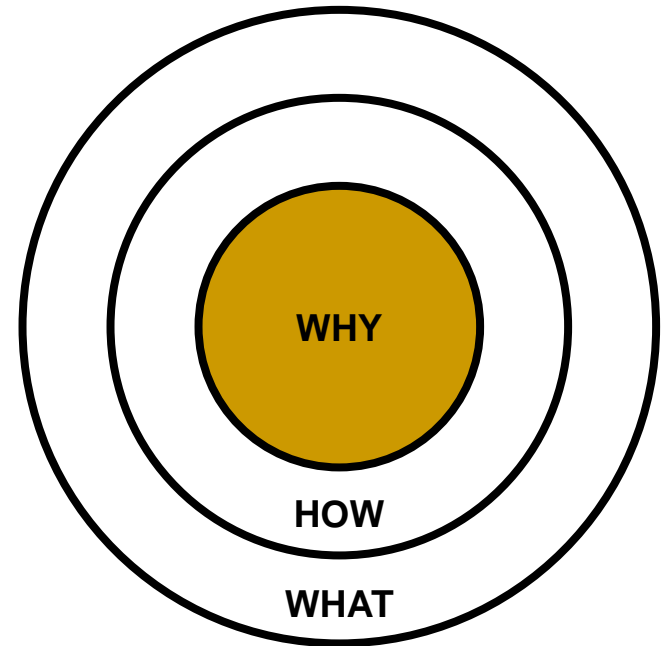
Think about purpose in two ways:

- Individual purpose – *my purpose*
- Collective purpose – *our purpose*

Purpose

Individual purpose:

- Intrinsic/extrinsic motivation
- “Start with why”



Sinek's Golden Circle

Purpose

Collective purpose:

- Align individual and collective
- Understand corporate mission and value
- Fit into a bigger picture



Step 2

*Define purpose...
and then sustain it.*

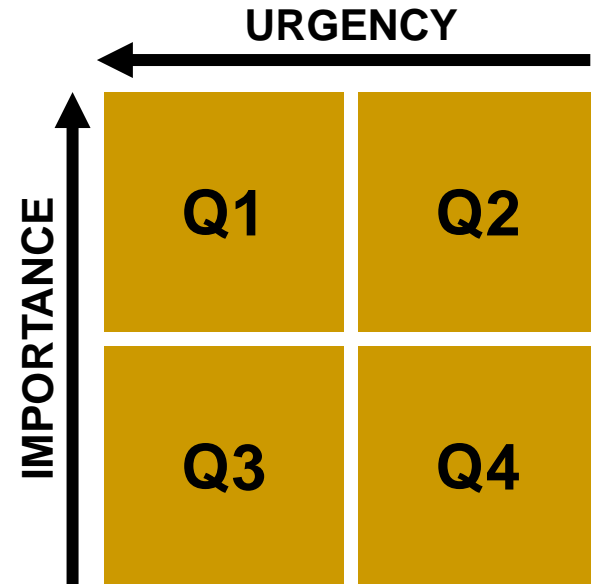
Sustainability

Think about sustainability in two ways:

- Individual sustainability – *livability (or staying sane when you have multiple proposals due simultaneously)*
- Collective sustainability – *keeping the doors open and the lights on*

Individual sustainability:

- Stress
- Boundaries
- Mindfulness
- Appreciation



Covey's Four Quadrants

Collective sustainability:

- Team: we>me
- Longevity and legacy
- Mission and long-term strategy



Thank you!

*Define purpose and
then sustain it.*

Questions/Discussion