The “Why” of my student organization is...
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The “How” of my student organization is...
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The “What” of my student organization is...
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**Why = The Purpose**
*What is your cause? What do you believe?*
Apple: We believe in challenging the status quo and doing this differently

**How = The Process**
*Specific actions taken to realize the Why.*
Apple: Our products are beautifully designed and easy to use

**What = The Result**
*What do you do? The result of Why. Proof.*
Apple: We make computers