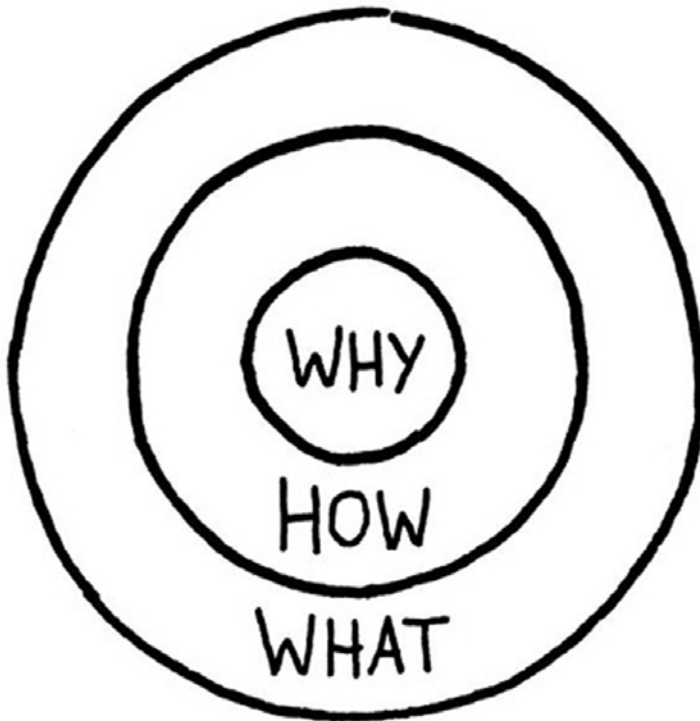


CONNECT • • • LEAD • • • CREATE • • • LEARN • • • EXPLORE • • • CELEBRATE



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

The "Why" of my student organization is...

The "How" of my student organization is...

The "What" of my student organization is...
