

Presentation: What Is Your Why?

The Golden Circle

WHAT

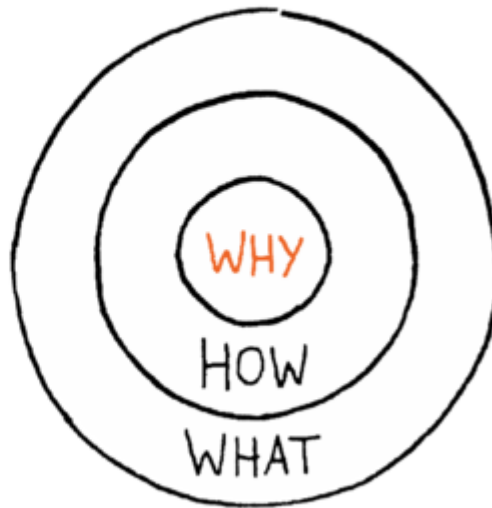
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



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- Inspiring leaders think, act and communicate the same way – from the inside out. They follow a naturally occurring pattern called **The Golden Circle**.
- **WHY** means what is your purpose, cause or belief. **WHY** does your company exist? **WHY** do you get out of bed every morning? **WHY** should anyone care?
- **HOWs** are your values and principles that guide **HOW** you bring your cause (**WHY**) to life (systems & processes).
- **WHY** is just a belief. **HOWs** are the actions you take to realize that belief. **WHATs** are the results – everything you say, do or make (products, services, marketing, PR, culture and whom you hire) – this is where authenticity happens. A proof of WHY.
- **Authenticity** means your Golden Circle is in balance. **WHAT & HOW** you do things must be consistent with your **WHY**.