• 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 (**WHAT** 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**.