

Start With Why – lyrics

We draw the maps, we plan the way
But first we need to know why we play
Not just lines on a canvas white
It's the vision that makes it right

Stakeholders with different dreams
We connect them through these themes
Customer journeys, goals in sight
Building futures in the summer light

Four dimensions guide our way
Governance, Rules, and Customers stay
Capabilities to make it true
Prime Arch shows the view

Start with why before you build
Feel the compass, strong and still
Every model, every chart
Comes alive with a beating heart

Start with why the summer's near
All directions become clear
Prime Arch shows us where to start
And how to build with heart

No more running blind and fast
This direction's made to last
Strategies like open skies
Set the tone where value lies

Every process, every plan
Is stronger when we understand
What the leaders need to see
A roadmap into clarity

Four dimensions guide our way
Governance, Rules, and Customers stay
Capabilities to make it true
Prime Arch shows the view

Start with why before you build
Feel the compass, strong and still
Every model, every chart
Comes alive with a beating heart

Start with why the summer's near
All directions become clear
Prime Arch shows us where to start
And how to build with heart

Why before what
Feel the beat, don't stop
Governance, Rules, Customers, Skills
This is where the vision builds

Start with why before you build
Feel the compass, strong and still
Every model, every chart
Comes alive with a beating heart

Start with why the summer's near
All directions become clear
Prime Arch shows us where to start
And how to build with heart