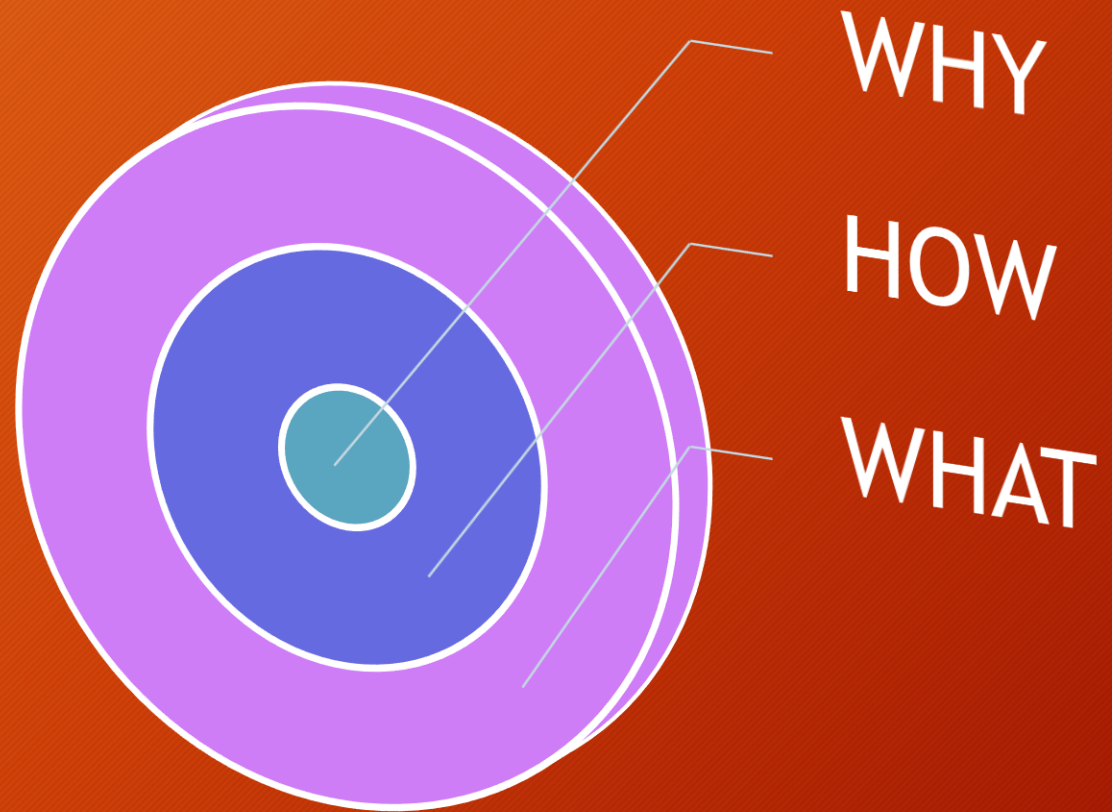


START WITH WHY

HOW GREAT LEADERS INSPIRE ACTION

Simon Sinek

GOLDEN CIRCLE



WHAT?



- Influenced by the neo- cortex(responsible for language and thought)
- People don,t buy what you believe in, they buy why you believe it.
- Most people know *what* they do, but they don't know *why* they do it.

HOW?



- How different do you do things as compared with your competitors and other people.
- Have a different way of thinking.
- Case study: Apple company's way of marketing.

WHY?



- Influenced by the limbic part of the brain(affects emotions and behavior)
- WHATS ; **YOUR PURPOSE**
 CAUSE
 BELIEF
- People don't buy what you do, they buy why you do it.
- The goal is to work with people who believe in what you believe. Talk about your beliefs to attract like-minded people.
- Always have a cause drive; be driven by purpose and belief.
- Case study; *The Wright Brothers, Steve Jobs.*



**THANK
YOU**