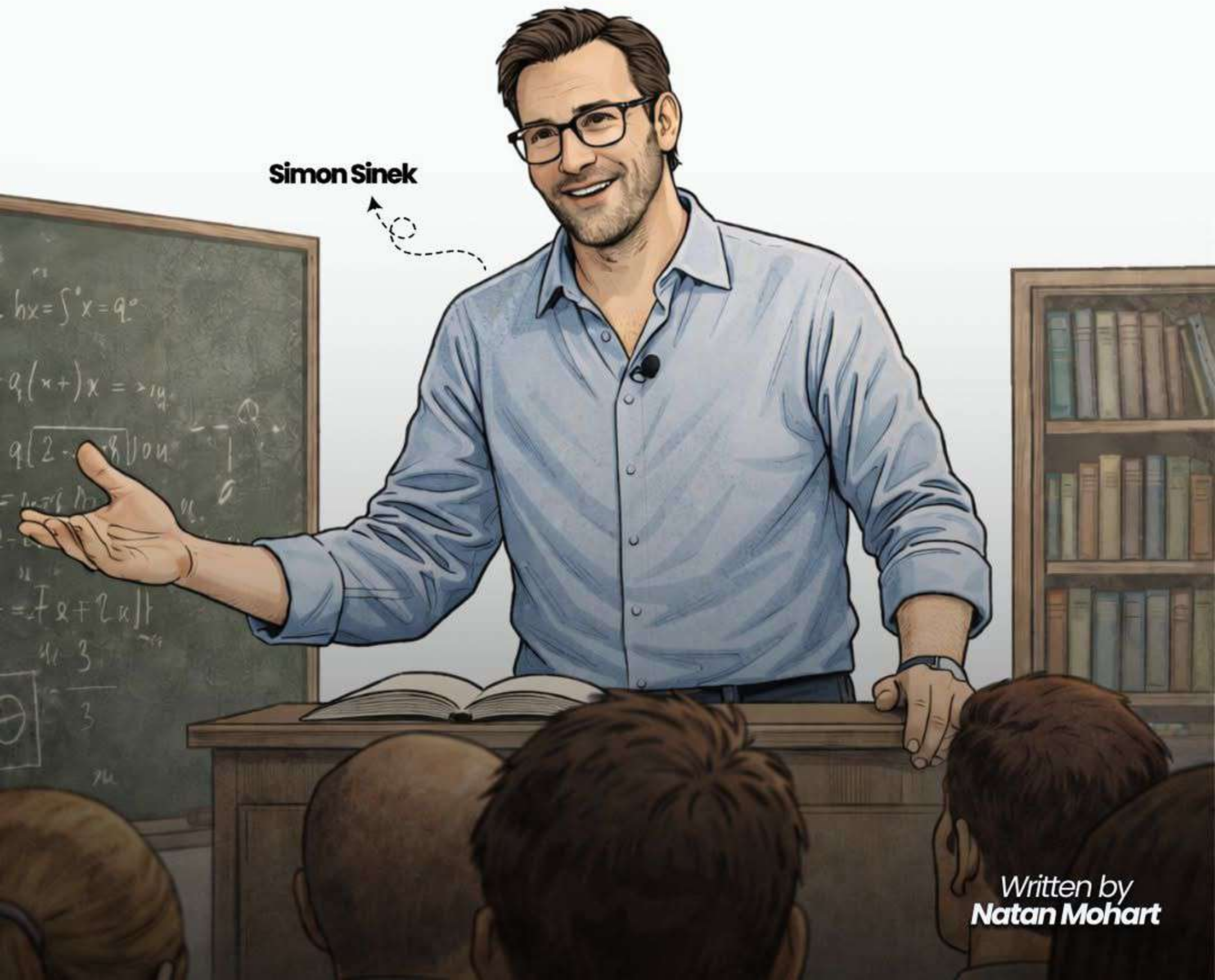




START WITH WHY

How Leaders Build Trust

Simon Sinek



Written by
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Start with WHY

Most companies explain:

WHAT they do.

Some explain **HOW** they do it.

But very few can explain **WHY** they exist.

That's the difference between being noticed and being remembered.

**People don't buy what you do.
They buy why you do it.**

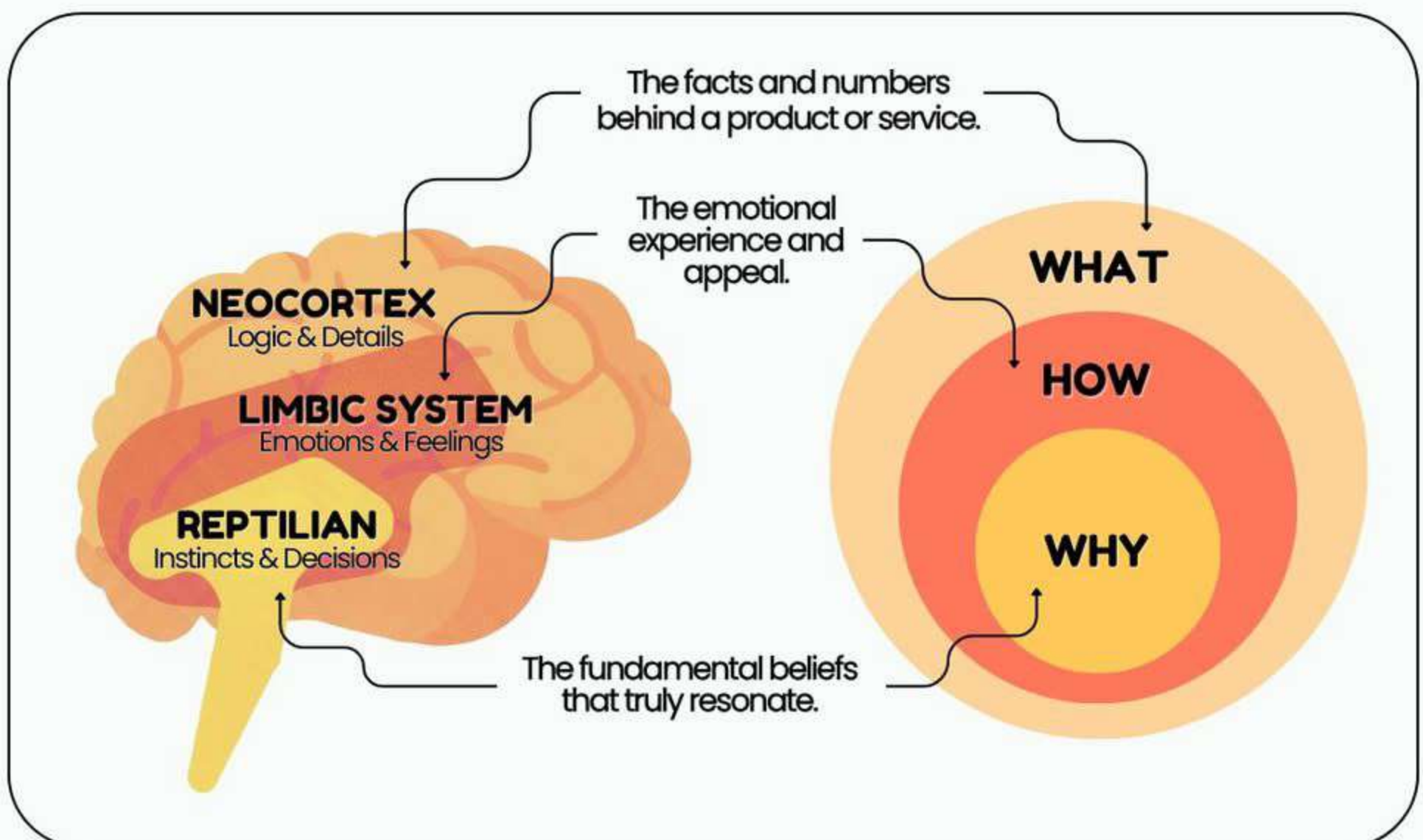


The Golden Circle

The Golden Circle is a framework that begins with **"Why"** (your purpose), then moves to **"How"** (your process), and ends with **"What"** (your product).

It's crucial for businesses because it aligns their core values with their actions and offerings. This creates a stronger connection with customers.

This model also reflects how the brain works. It relates to 3 key areas that shape both our rational thinking and emotional reactions.



Identify your "Why"

Your purpose. Your belief. Your direction.



Purpose / Belief / Direction

Core ideas:

- Why = reason you exist (not what you sell)
- It makes people trust you faster than features ever will
- It gives your team a compass when things get hard

Questions:

- Why do we exist beyond making money?
- What do we want to change for our customers?
- If our product disappeared tomorrow, what would we still stand for?

Example:

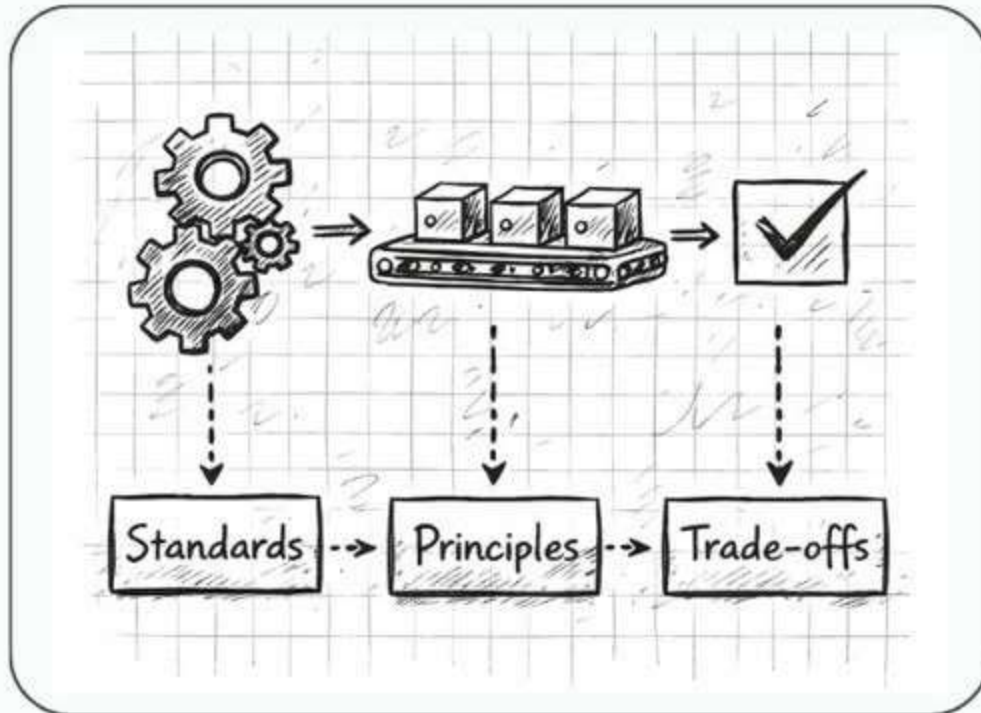
Apple's Why isn't "we make phones."

It's the belief that technology should feel simple, elegant, and empowering. That's why people buy into the brand before comparing specs.



Clarify your “How”

Your principles in action.



Core ideas:

- How = your principles and standards
- It's how you stay consistent under pressure
- It's what makes your approach hard to copy

Questions:

- How do we deliver our Why in a way only we can?
- What rules do we never break, even when it's tempting?
- What do we consistently do better than competitors?

Example:

Amazon's How is operational discipline: fast delivery, extreme customer focus, and constant optimization. They win not because they “sell products,” but because their system makes convenience inevitable.



Define your “What”

Your proof. Your outcomes.



Core ideas:

- What = what you sell and ship (products, services, results)
- It's the evidence that your Why is real
- If your What contradicts your Why, people feel fake marketing

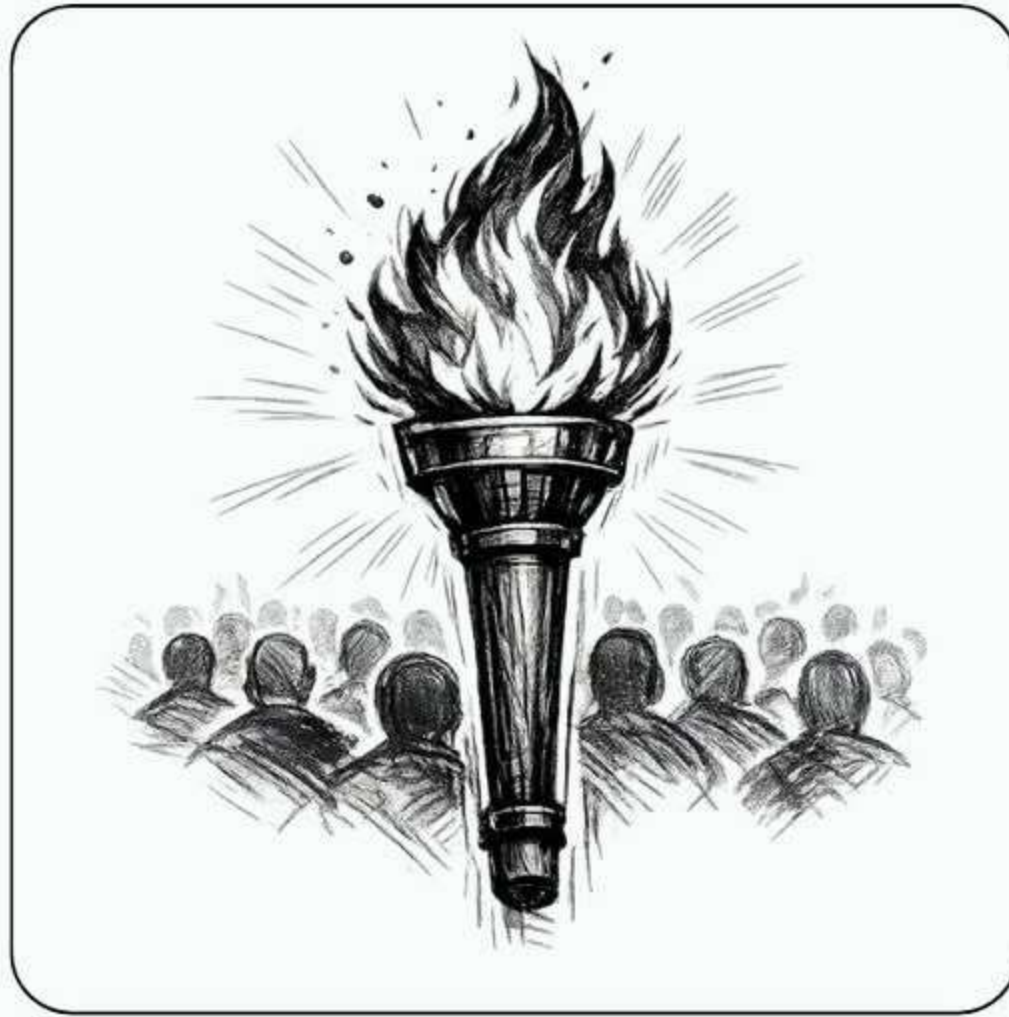
Questions:

- What do we offer that proves our Why and How?
- What results can customers clearly point to?
- What should we stop offering because it doesn't fit our mission?

Example:

IKEA's What: affordable furniture, flat-pack design, self-assembly, and huge warehouses. It's the visible output of their entire model.





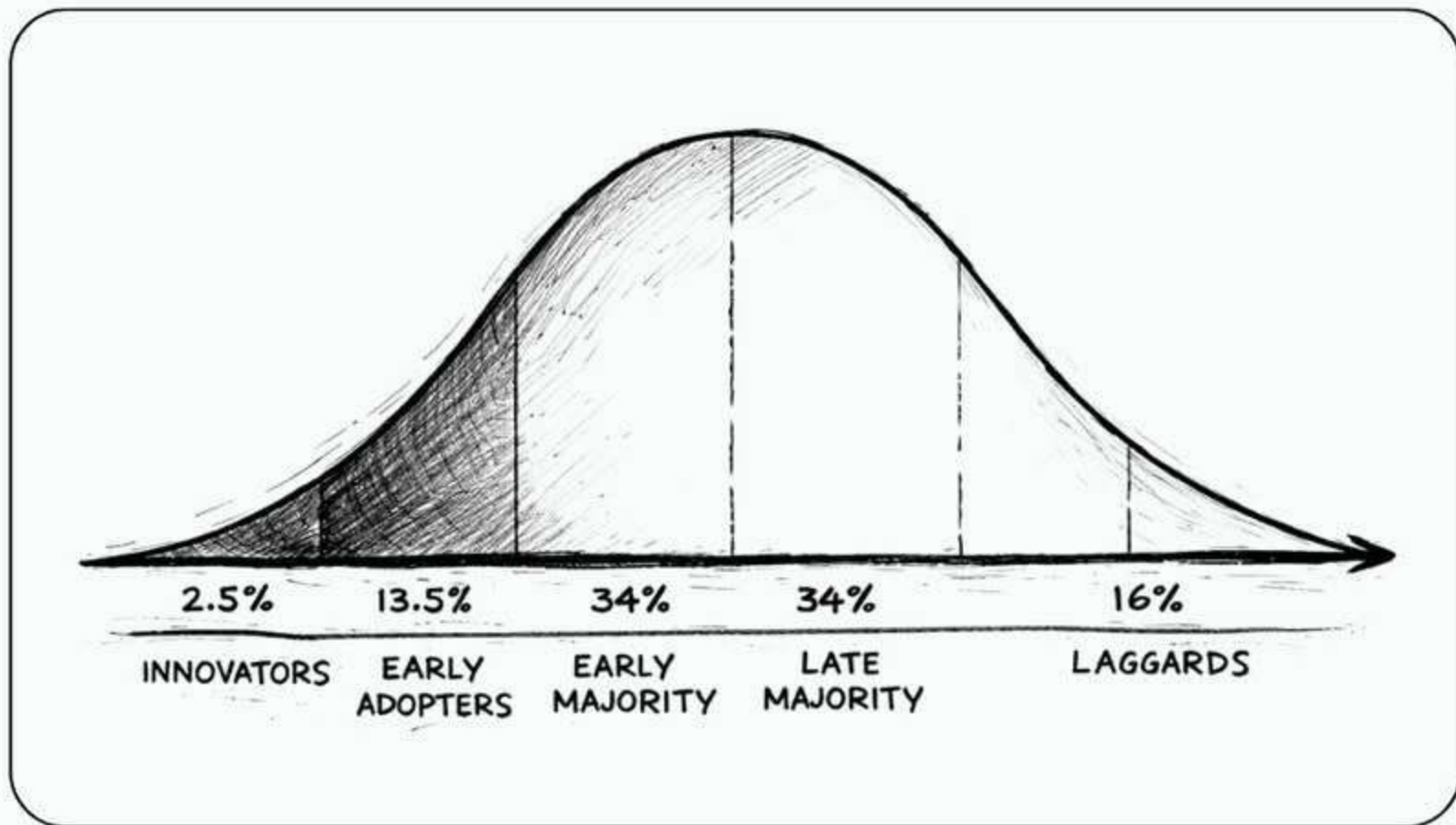
Inspire Before You Lead

People don't commit to tasks.
They commit to a cause.

When a leader starts with meaning, people stop asking
"what do you want me to do?" and start asking
"what needs to be done?"

Inspiration isn't motivation.
It's clarity that makes action inevitable.





The Law of Diffusion

Growth doesn't start with the majority.
It starts with the few who already believe what you believe.

Early adopters don't need to be convinced by features.
They choose you because your Why matches their identity.

Win them first, and they become your proof.
Then the market follows.





Consistency Builds Trust

Trust isn't built by strong statements.
It's built when people see the same belief
expressed through behavior, repeatedly.

If your Why changes when pressure hits,
it was never a Why. It was a marketing line.

Consistency is what turns belief into culture,
and culture into loyalty.

