

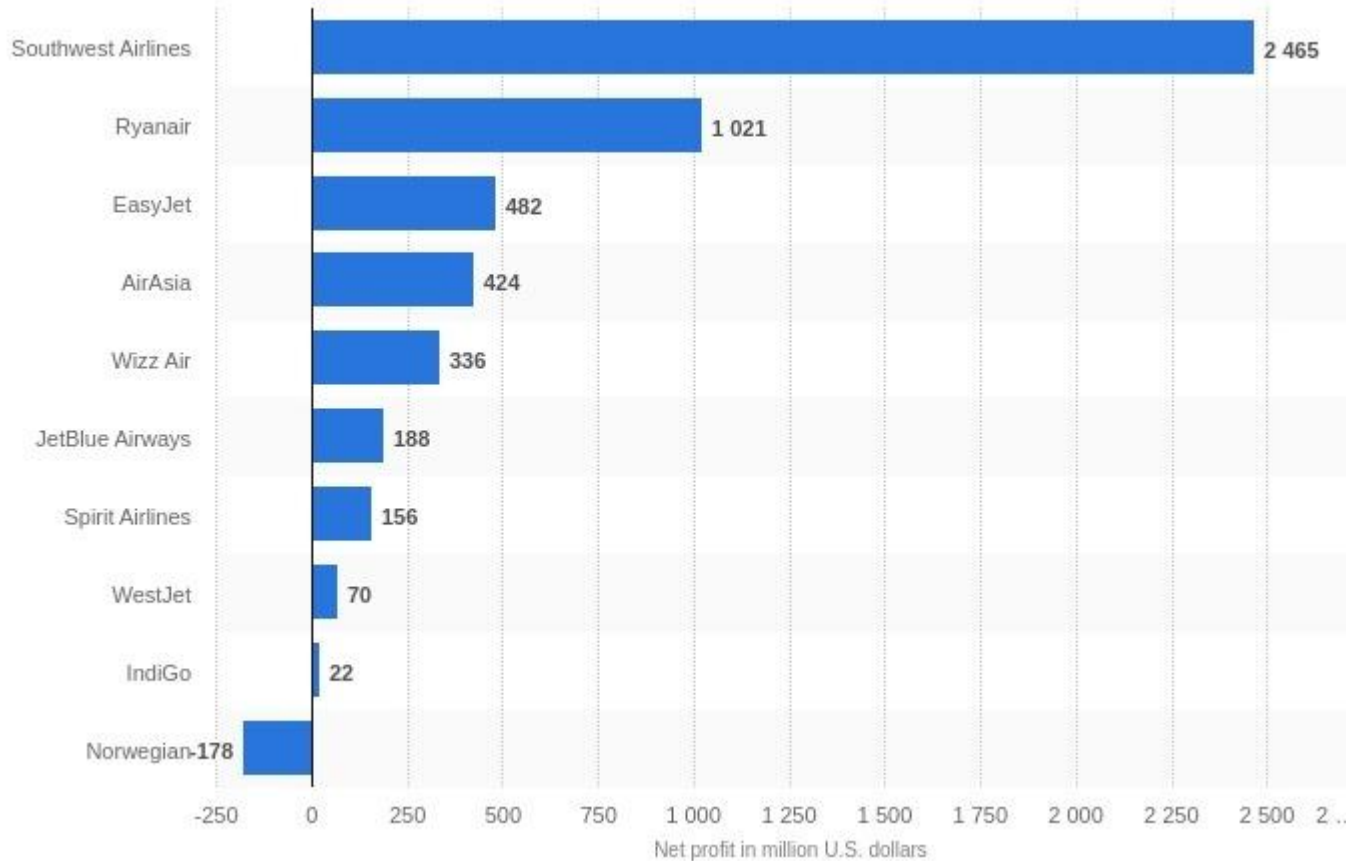


We serve books that inspire you.

- President Tom Nealon greeted arriving passengers on the first flight touched down in Honolulu.
- In 2018, it plans to give \$667M profit back to its employees.



Leading low-cost airlines worldwide in 2018, based on net profit



Southwest®



9/11



Oil crises of 1970s and early 2000s.



Competitors??

Delta Airlines' Song



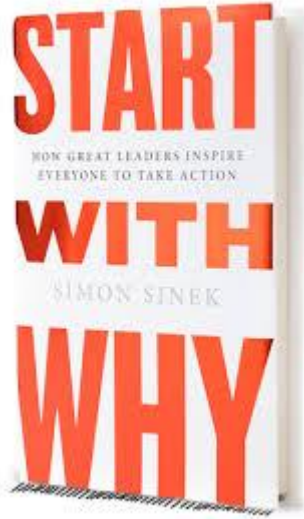
United Airlines' Ted



They were cheap, they were fun, and they were simple. But both failed in 4 years.

A yellow horizontal scroll with a black outline and a drop shadow. The scroll is partially unrolled, with the word "AUTHENTICITY" written in bold black capital letters on the visible portion.

AUTHENTICITY



How Great Leaders Inspire Everyone To Take Action

Part 2. Alternative Perspective

Chapter 5 – Clarity, Discipline and Consistency

Simon Sinek





2

Alternative Perspective

Chapter 5 – Clarity, Discipline and Consistency

*What authenticity means is that your Golden Circle is in balance.
It means that everything you say and everything you do you
actually believe.*

*This goes for management as well as the employee. Only when
that happens can the things you say and do be viewed as
authentic.*

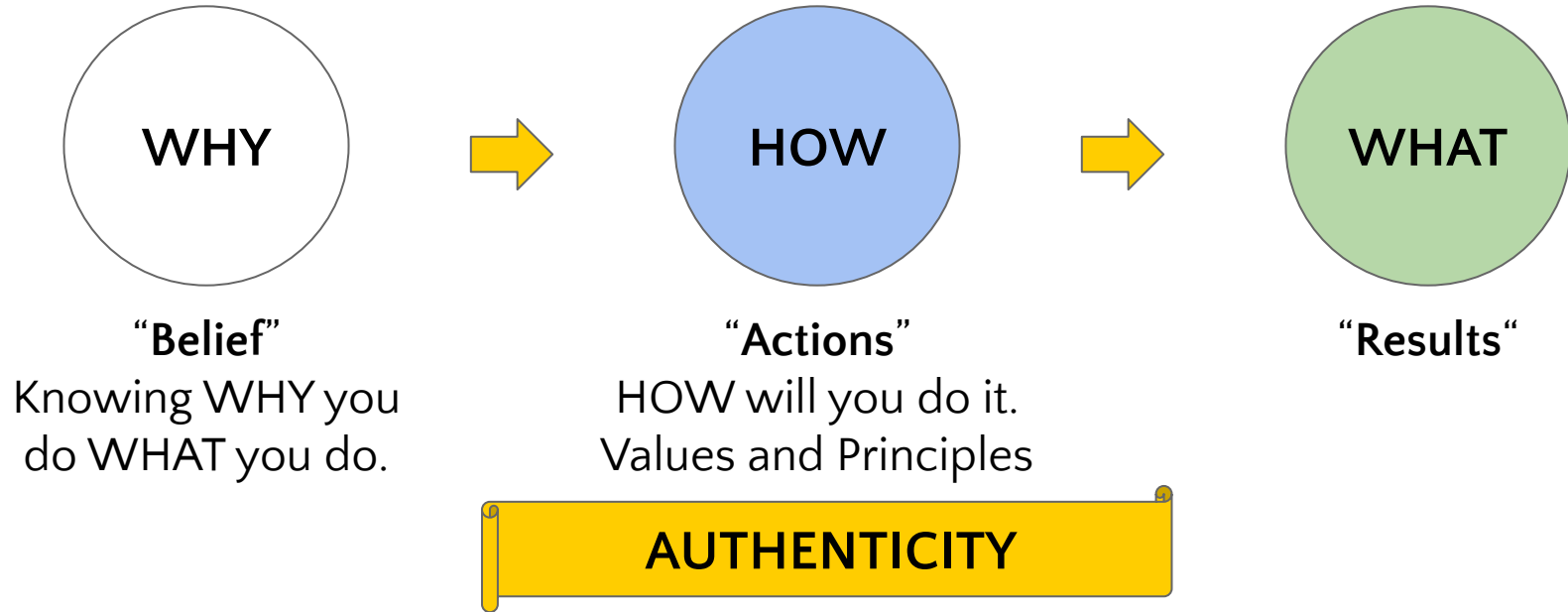
“

Simon Sinek





Clarity, Discipline, and Consistency



WHY

HOW

Values and Principles

Energy
shop - Reduce

Reuse

Recycle

Bottles

Plastic

Recycling

Say "no" to



WHAT

Products
Services
Marketing
PR
Hiring
etc.



Values and Principles

- To be truly effective, they have to be verbs not nouns.
 - Not “Integrity” but “Always do the right thing”
 - Not “Innovation” but “Look at the problem from the different angle”
- Articulating in verbs gives us a clear idea how to act in any situation.



PSA

Bookkery.com 



Herb Kelleher

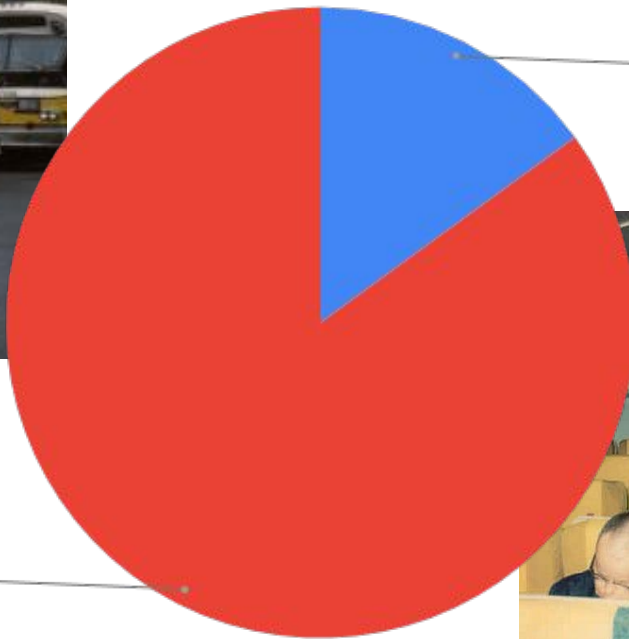
Rollin King



↑
Competitors

Southwest 

Bus,
85.0%



Airplane
15.0%



Bookkery.com 

WHY

Southwest®

We're the champion of the common man.

Champion – a person who fights or argues for a cause or on behalf of someone else.



Bookkery.com



Southwest 

Cheap, fun, and simple

HOW



Bookkery.com 

WHAT

Southwest

*You are now free to
move about the
country.*



Bookkery.com 



Clarity, Discipline, and Consistency

WHY

We are the champion
of common man.



HOW

Cheap, Fun, and Simple

Southwest 



WHAT

The ticket is cheap.
The environment is fun.
The pricing is simple:
night/weekend and
daytime.

Bookkery.com 

The goal of business should not be to do business with anyone who simply wants what you have.

It should be to focus on the people who believe what you believe.

When we are selective about doing business only with those who believe in our WHY, trust emerges.

“

Simon Sinek



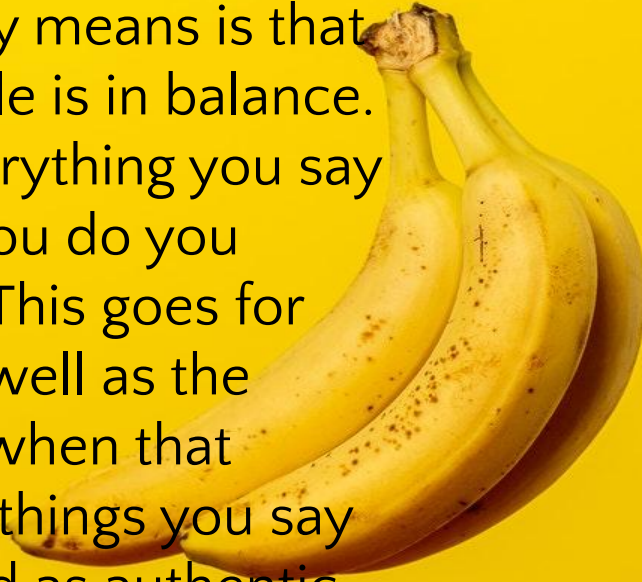
Southwest®



Bookkery.com

Takeaways

- What authenticity means is that your Golden Circle is in balance. It means that everything you say and everything you do you actually believe. This goes for management as well as the employee. Only when that happens can the things you say and do be viewed as authentic.

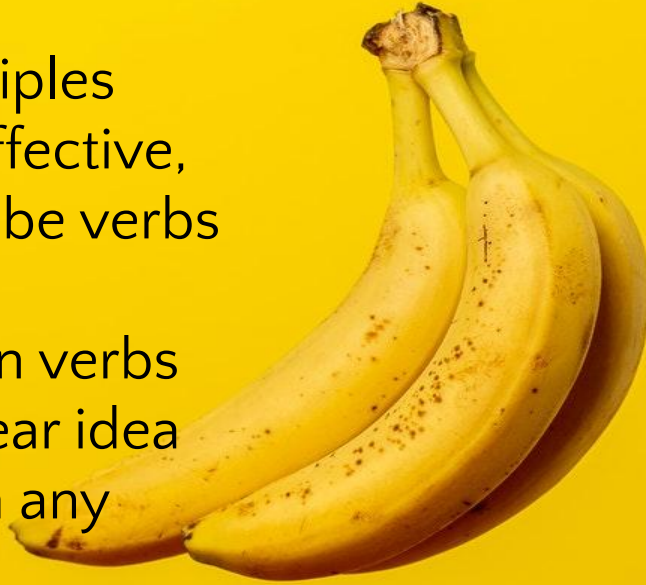


Takeaways

- For the Golden Circle to work, each of the pieces (WHY, HOW, and WHAT) must be in balance and in the right order.
- WHY – To inspire starts with the clarity of WHY
- HOW – Understanding HOW you do things and, having the discipline to hold organization and all its employees accountable to values.
- WHAT – A WHY is just a belief. HOWs are the actions you take to realize that belief. And WHAT are the results of those actions

Takeaways

- Values and Principles
 - To be truly effective, they have to be verbs not nouns.
 - Articulating in verbs gives us a clear idea how to act in any situation.



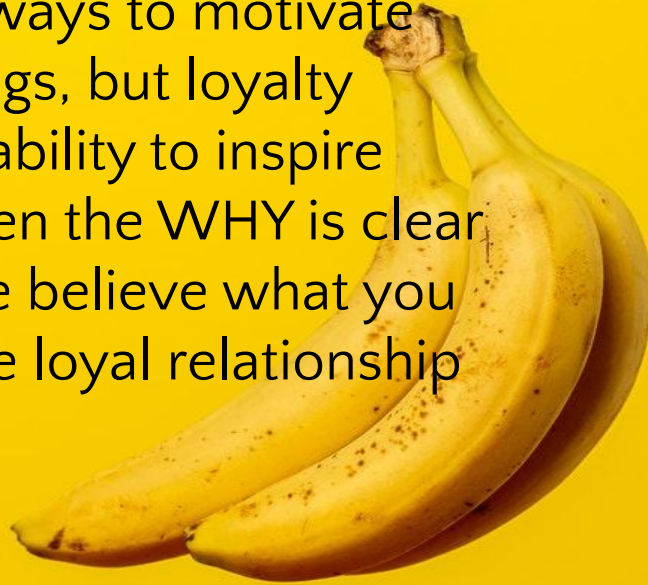
Takeaways

- Simply offering a high-quality product with more features or better service or a better price does not create difference. Doing so guarantees no success.
- Differentiation happens in WHY and HOW you do it.



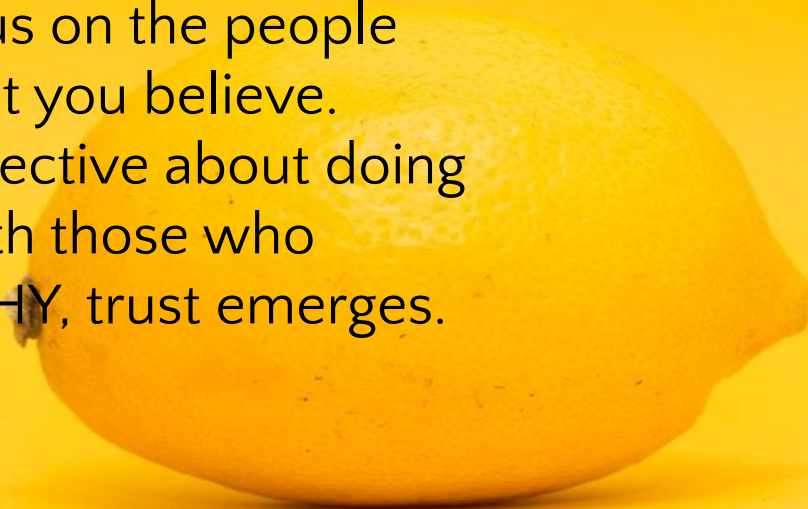
Takeaways

- There are many ways to motivate people to do things, but loyalty comes from the ability to inspire people. Only when the WHY is clear and when people believe what you believe can a true loyal relationship develop.



Takeaways

- The goal of business should not be to do business with anyone who simply wants what you have. It should be to focus on the people who believe what you believe. When we are selective about doing business only with those who believe in our WHY, trust emerges.



Questions



- What is your WHY? Is it crystal clear?
- What are your values and principles?



Special Thanks for Awesome Resources

- Presentation template by SlidesCarnival
- Icon "designed by Freepik from Flaticon"
- Pictures from Insider
- Pictures from gallery.bustalk.info
- Pictures for Southwest Airlines
 - Stephen M. Keller
- Pictures from Pexels by
 - Andrea Piacquadio
 - fauxels
 - Pixabay
 - ThisIsEngineering
 - Thomas Svensson



We serve books that inspire you.