

*Don't fail like them!!*



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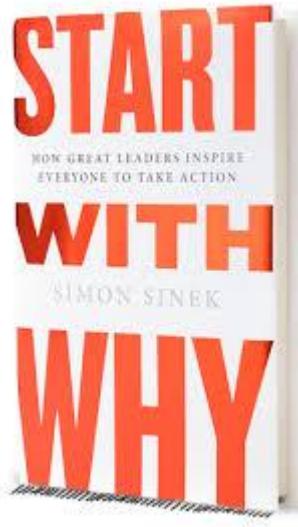


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# How Great Leaders Inspire Everyone To Take Action

Part 5. The Biggest Challenge is Success

*Simon Sinek*

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## Part 5. The Biggest Challenge is Success

Chapter 11 - When Why Goes Fuzzy

Chapter 12 - Split Happens





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GoT

Being Successful/Achievement



Feeling Successful/Success



VS



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\$\$\$  
or  
Other  
Metrics

WHAT

WHY

TIME



\$\$\$  
or  
Other  
Metrics

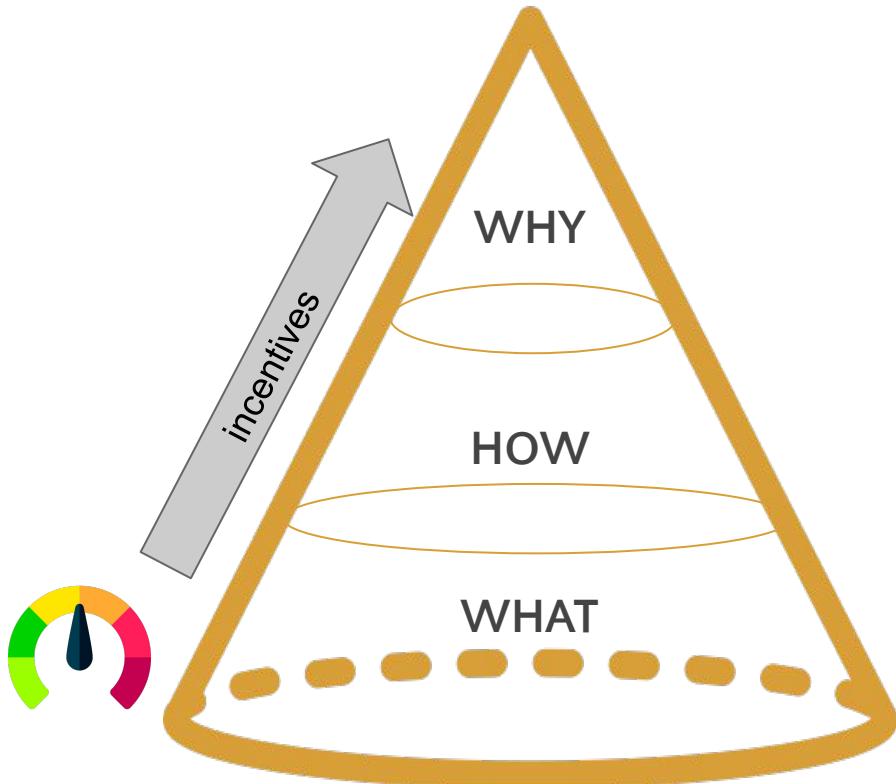
WHAT

WHY



TIME





What Gets Measured, Gets Done

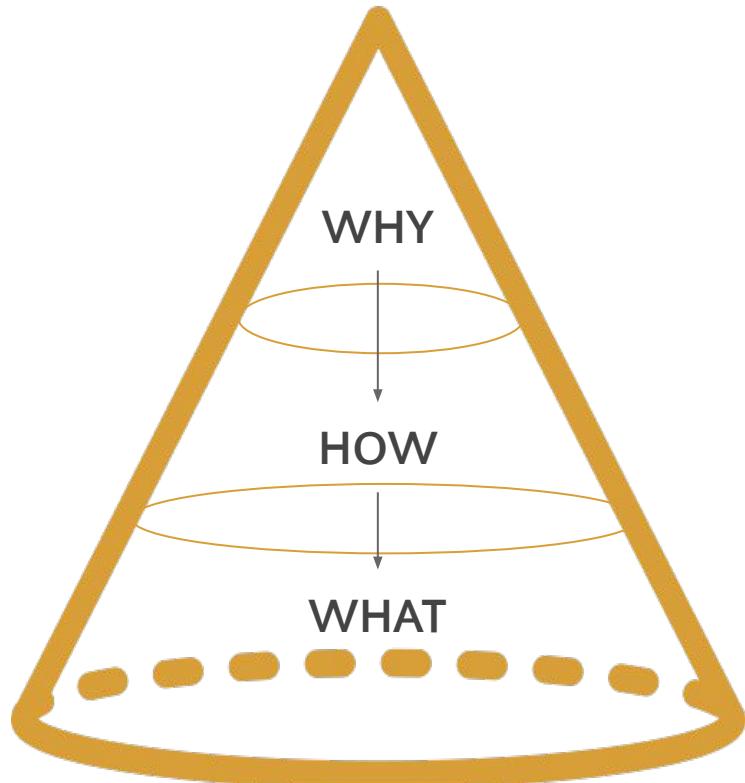




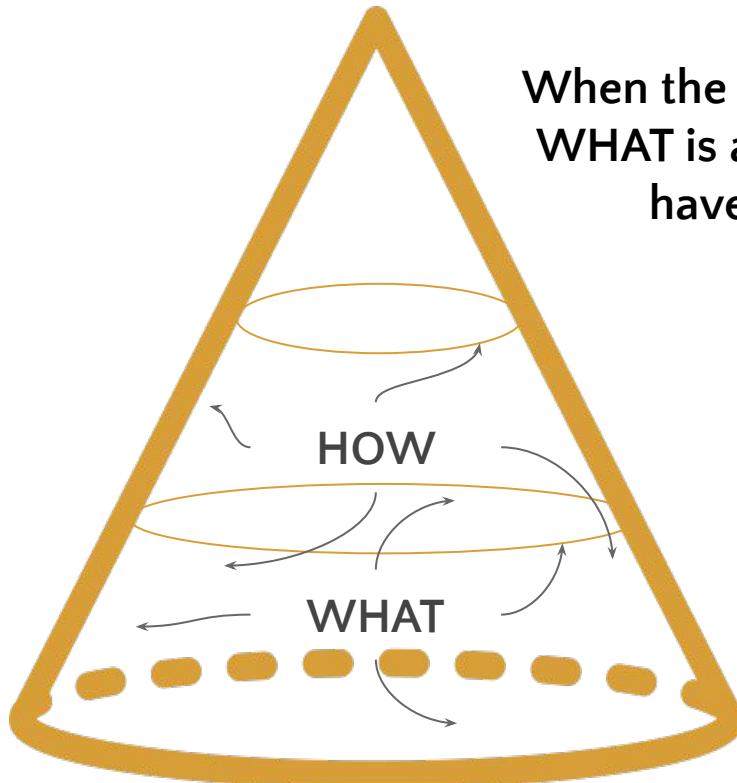
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*Christina Harbridge*



**Before**

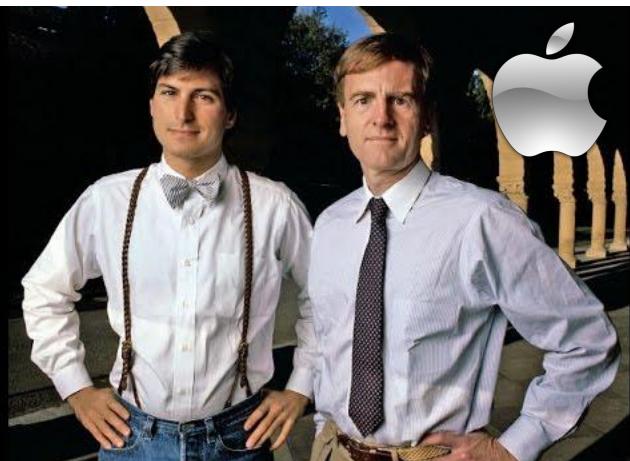


**After**

When the WHY goes,  
WHAT is all you will  
have left.



Bill Gates &  
Steve Ballmer



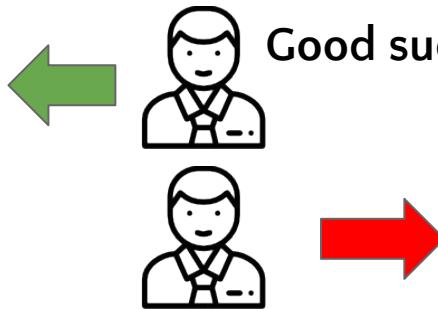
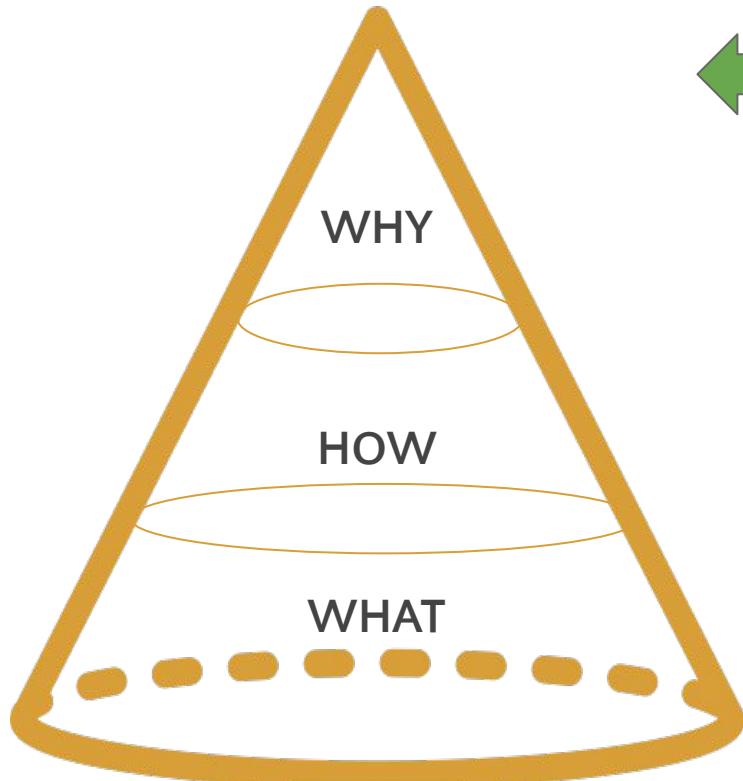
Steve Jobs &  
John Sculley



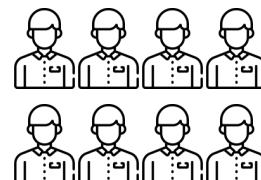
Michael Dell &  
Kevin Rollins



Howard Schultz &  
Kevin Johnson



Good successions keep the WHY alive





1. Herb Kelleher  
3. Colleen Barrett

# Southwest®



2. Howard Putnam



4. Gary Kelly

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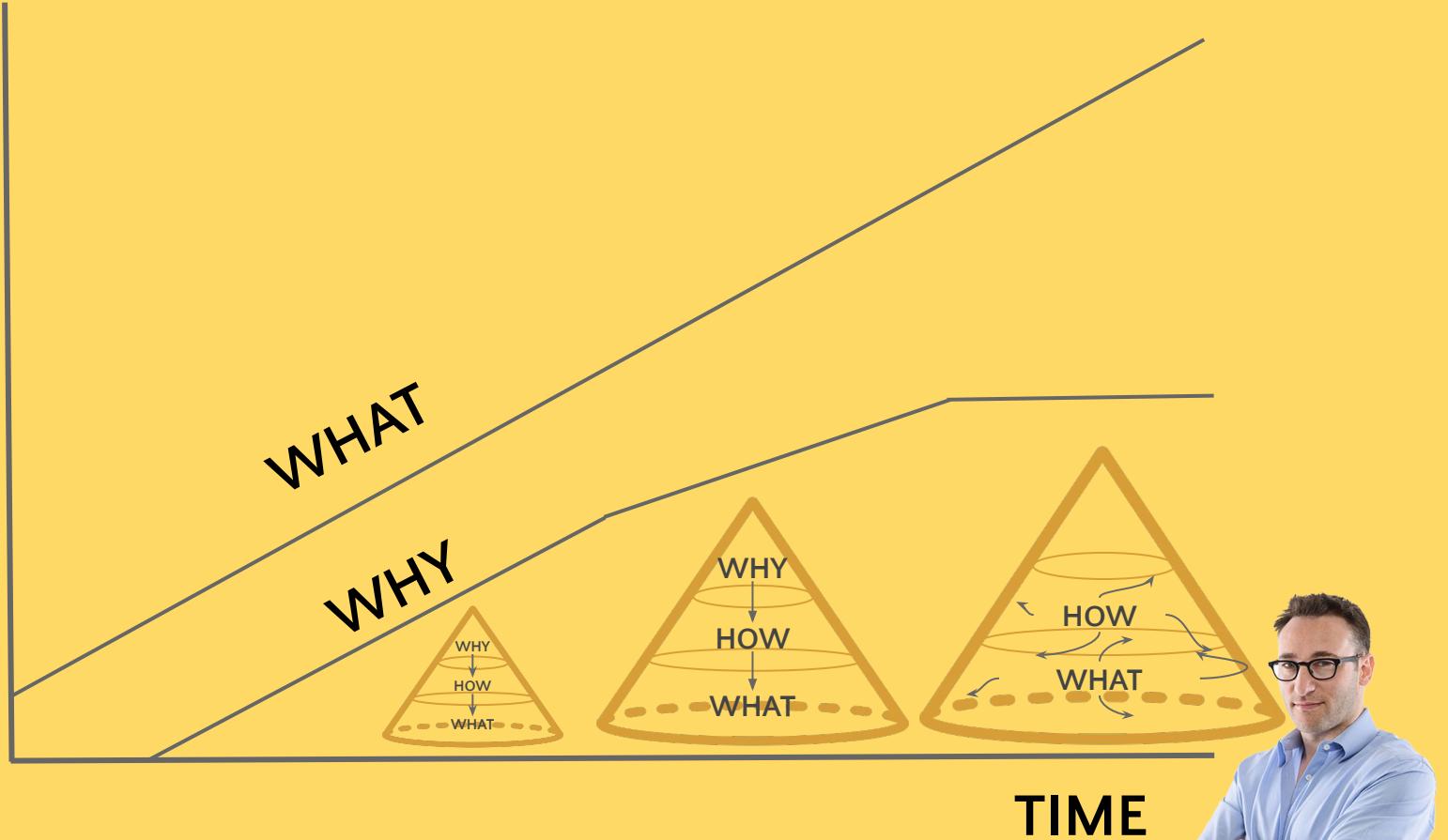
# Takeaways



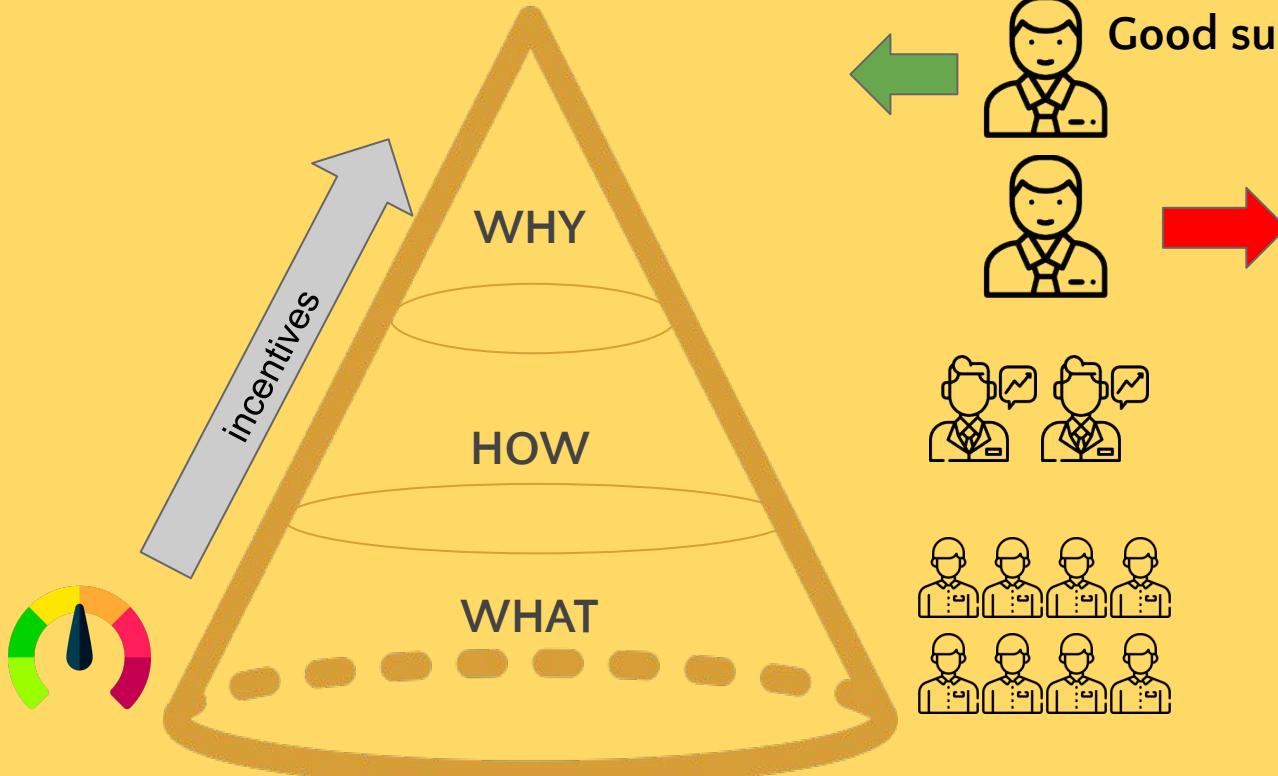
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# Takeaways

\$\$\$  
or  
Other  
Metrics



# Takeaways



What Gets Measured, Gets Done

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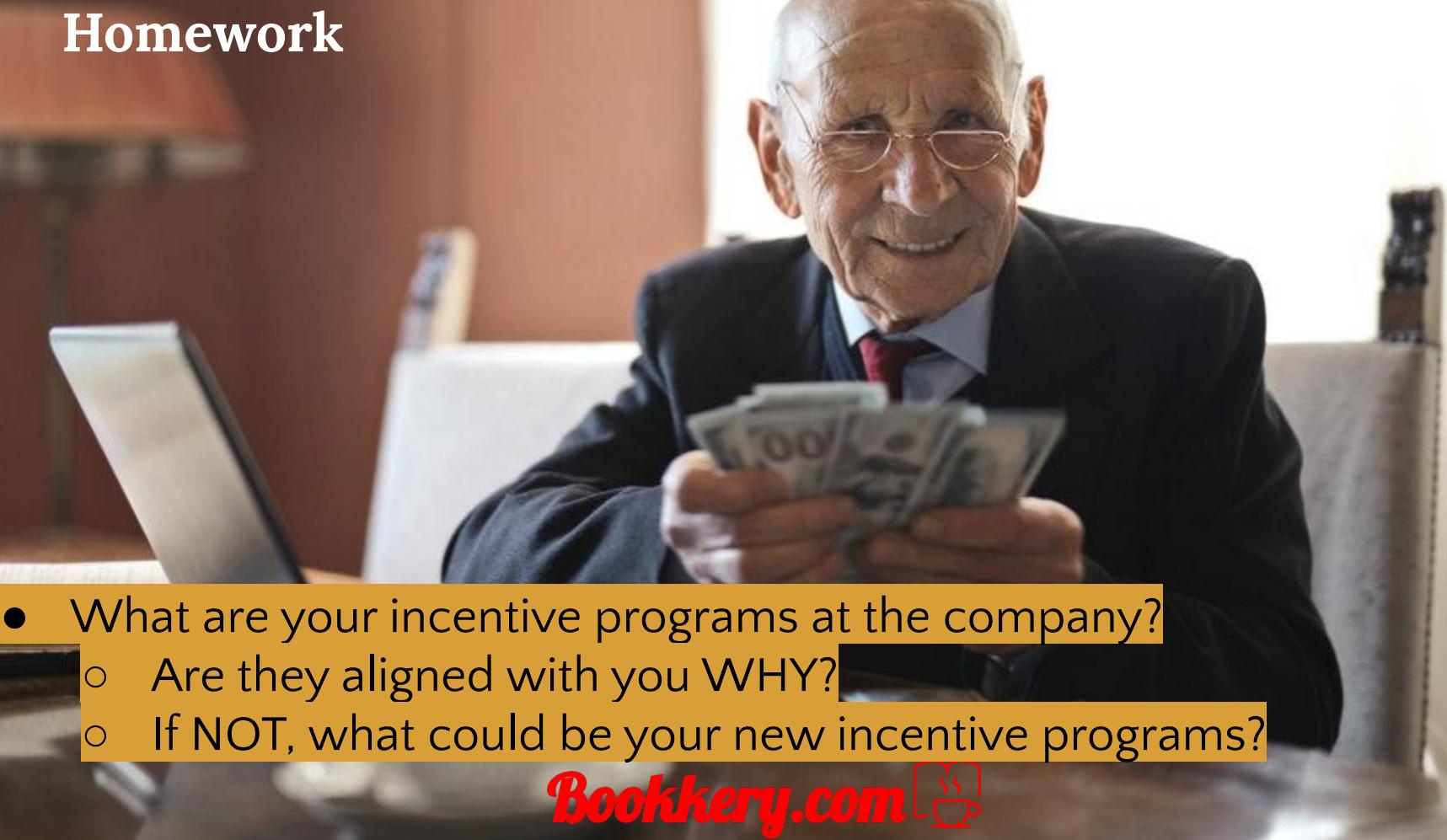
*Simon Sinek*



# Homework



# Homework



- What are your incentive programs at the company?
  - Are they aligned with you WHY?
  - If NOT, what could be your new incentive programs?



## Special Thanks for Awesome Resources

- Presentation template by SlidesCarnival
- Icons from Flaticon by
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  - Mihai Vlasceanu
  - Pixabay
  - Ketut Subiyanto
  - Sora Shimazaki
  - ThisIsEngineering



We serve books that inspire you.

A close-up photograph of a person's hand holding a gift wrapped in brown paper and tied with white twine. A small, rectangular, light-brown paper tag hangs from the twine. The tag has "Thank You" written on it in a cursive black font, with a small, dark brown wooden bead and a red and white decorative element attached to the top edge. The person's hand is visible, and a tattoo of a rose is visible on their forearm.

Thank You



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# The School Bus Test



# The School Bus Test



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# The Celery Test



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