



We serve books that inspire you.



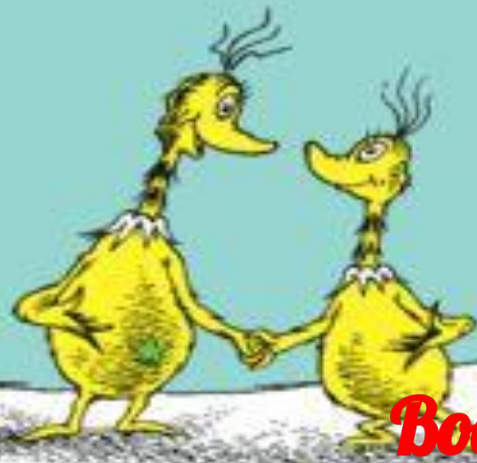
The SNEETCHES

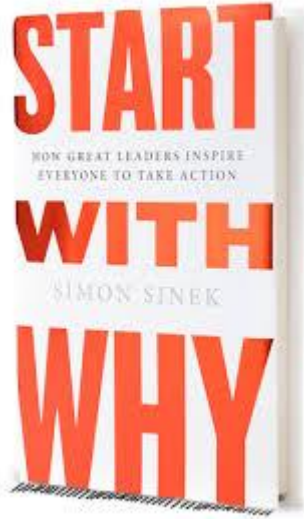
By
Dr. Seuss





That day, all the Sneetches
forgot about stars
And whether they had one,
or not, upon thars.





How Great Leaders Inspire Everyone To Take Action

Part 2. Alternative Perspective

Chapter 4 – This Is Not Opinion, This is Biology

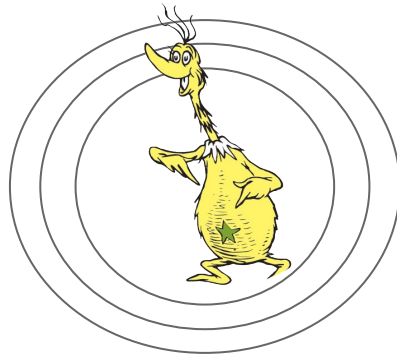
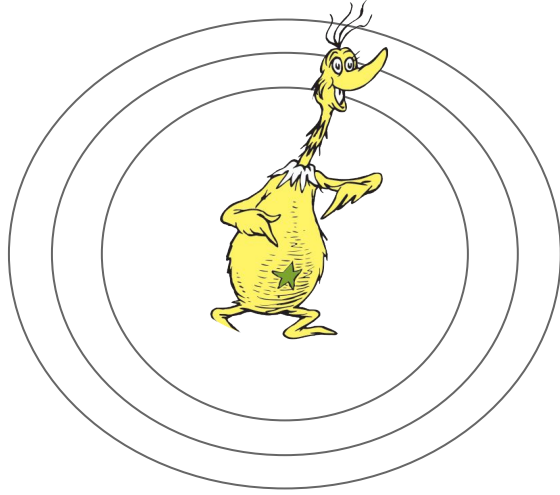
Simon Sinek



2

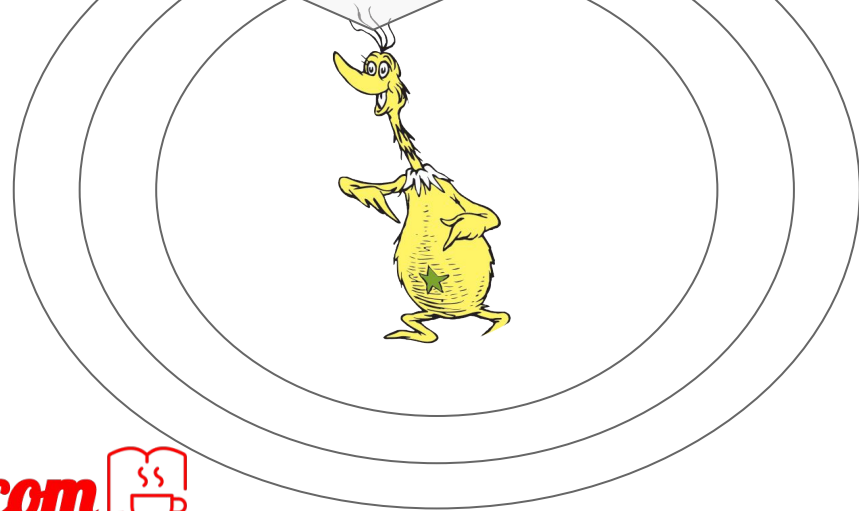
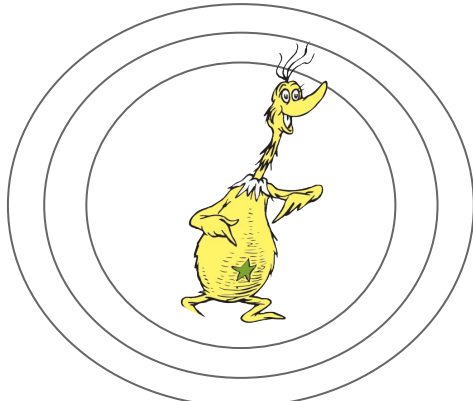
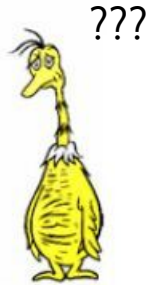
Alternative Perspective

Chapter 4 – This Is Not Opinion, This is Biology



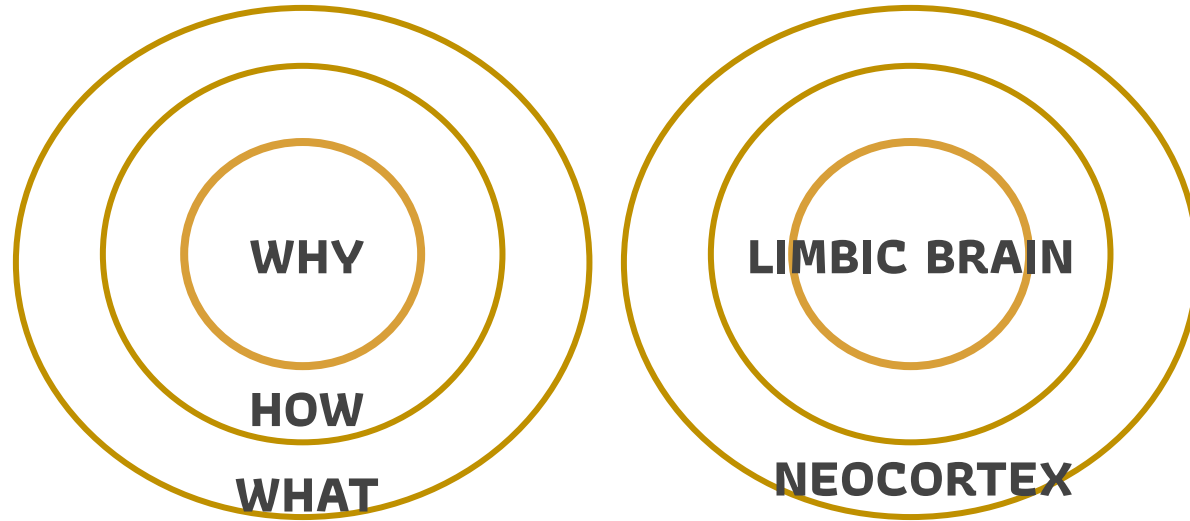
We are drawn to leaders and organizations that are good at communicating what they believe

You are one of us.
You are special
You are safe and not alone





The Power of Why is not Opinion, It's Biology



Limbic Brain

Responsible for all of our feelings, such as trust and loyalty. Also, responsible for human behavior, decision making but no capacity for language. (a.k.a gut decision)

Neocortex

Responsible for rational and analytical thought, and language.

Gut Decision

They Just feel right.

✓ Faster
✓ Higher-quality.

✗ Hard to verbalize
✗ May cause to doubt ourselves.



She completes me.

Brighter



Smell Clean?

When we fail to communicate WHY

A woman with long blonde hair, wearing a white long-sleeved dress, is in a shoe store. She is holding two high-heeled shoes, one in each hand, and comparing them. The shoes are light-colored with thin heels. In the background, there are white shelves displaying various other shoes, including brown loafers, black boots, and red high heels. The store has a modern, minimalist design with warm lighting.

Did I buy the wrong one?

We make decisions only empirical evidence.

When we communicate WHY




HARLEY-
DAVIDSON

✗ 6 months or more for custom

- ✗ 25+% more expensive
- ✗ Less software
- ✗ Fewer peripherals
- ✗ Sometimes slower





It's the user interface.
It's simplicity.
It's the design.
It's the high quality.

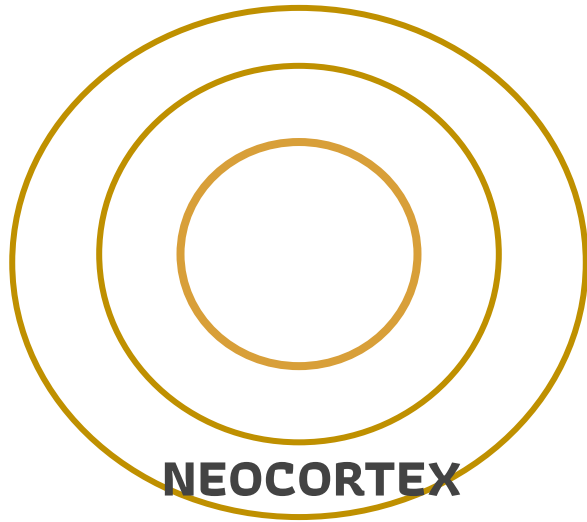
**It's about
who I am.**

Products with a clear sense of WHY give people a way to tell the outside world who they are and what they believe.

“



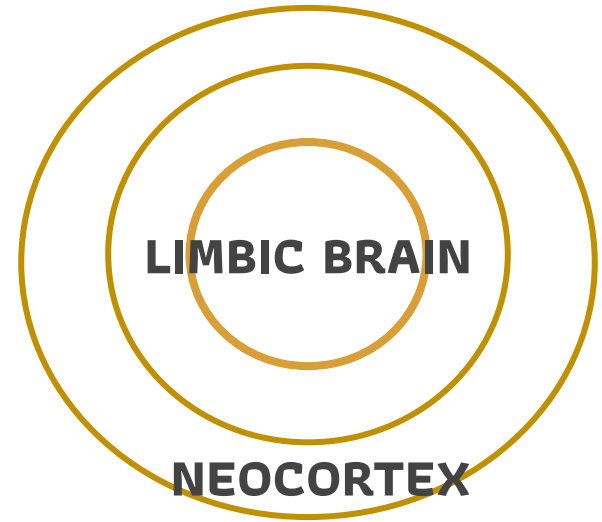
Three Degrees of Certainty



I *think* this is right.



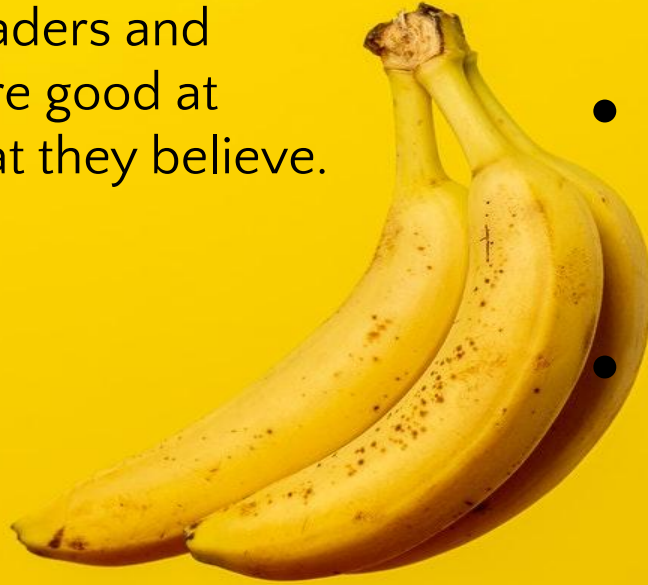
I *feel* this is right.



I *know* this is right.

Takeaways

- We are drawn to leaders and organizations that are good at communicating what they believe.
WHY



- The Golden Circle correspond precisely with the three major levels of the brain.
- WHAT – Neocortex
Responsible for rational and analytical thought, and language.
- HOW, WHY – Limbic Brain
Responsible for all of our feelings, such as trust and loyalty. Also, responsible for human behavior, decision making but no capacity for language. (a.k.a gut decision)

Takeaways

- Decisions made with gut decisions tend to be faster, higher-quality.
- It is our inability to verbalize the reasons that may cause us to doubt ourselves.
- Companies that fail to communicate a sense of WHY force us to make decisions only empirical evidence, which take more time, feel difficult, or leave uncertain.
- Under these conditions, manipulative strategies work very well.

Takeaways

- To the customers, their purchase decision and loyalty are deeply personal. It is not about brand.
- It is a way to tell the outside world who they are and what they believe.



- Three Levels of Certainty
 - I think it is right. – Lowest level. We use only Neocortex to rationalize.
 - I feel it is right – Intermediate level. We use only limbic brain to make a gut decision.
 - I know it is right – The highest level. We use limbic brain and Neocortex to make decision.

Questions

- Who are you? What do you believe?
- What kind of people, products and brands do you want to surround yourself to tell the outside world who you are?





Special Thanks for Awesome Resources

- Presentation template by SlidesCarnival
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 - Julian Paolo Dayag
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 - Oleg Magni



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