



We serve books that inspire you.

There are only 2 ways to influence human behavior:

You can manipulate it

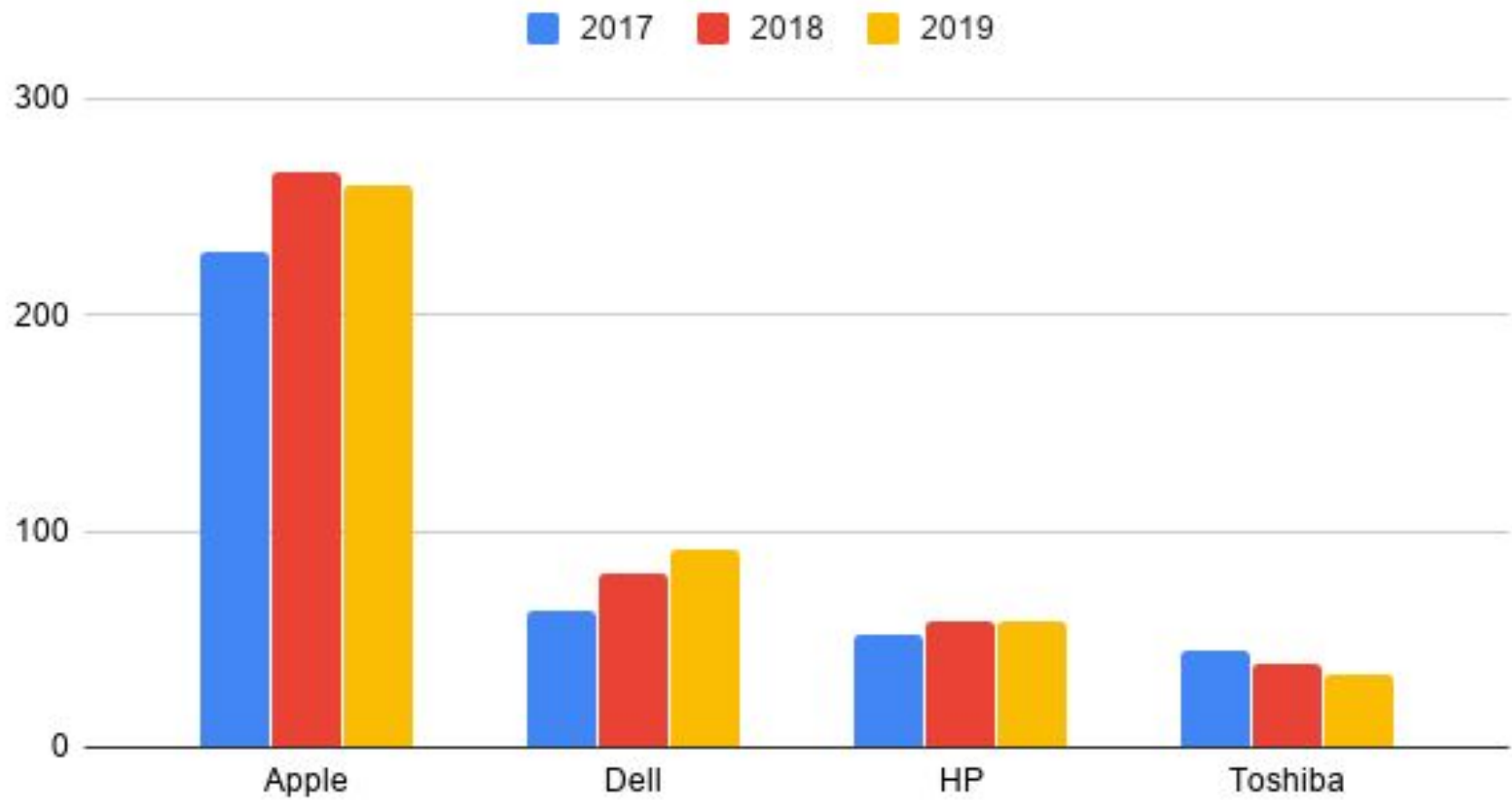
You can inspire it.



Manipulation Effects



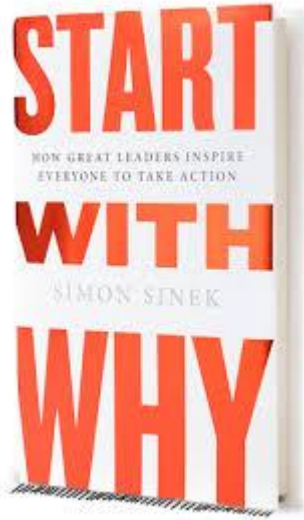






Loyalty Customer

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How Great Leaders Inspire Everyone To Take Action

Part 2. Alternative Perspective
Chapter 3 – The Golden Circle

Simon Sinek



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Alternative Perspective

Chapter 3 – The Golden Circle





The Golden Circle

What

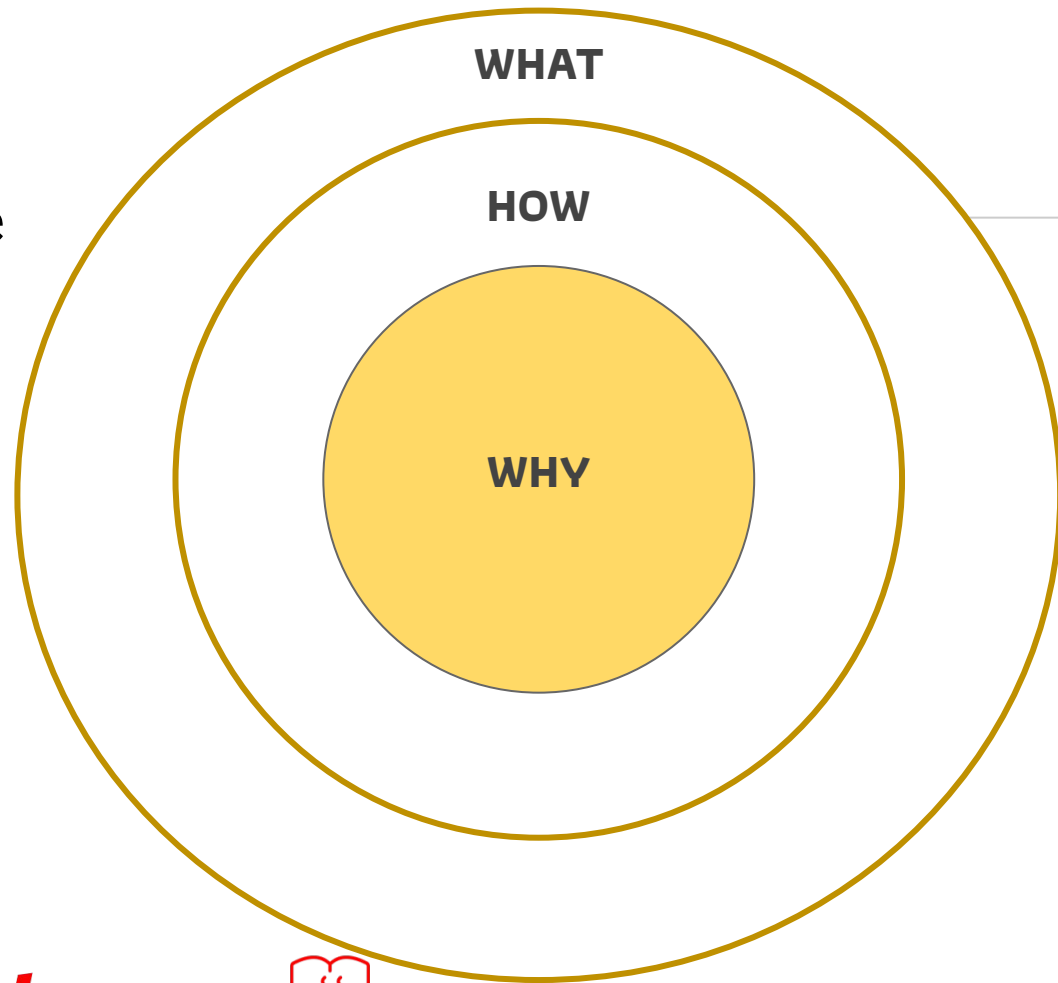
Products they sell or the services they offer.

How

The things make them special or set them apart from the competition.

Why

It's a purpose, cause, or belief, a very reason why organization exists.



*People don't buy WHAT you do,
they buy WHY you do it.*

“



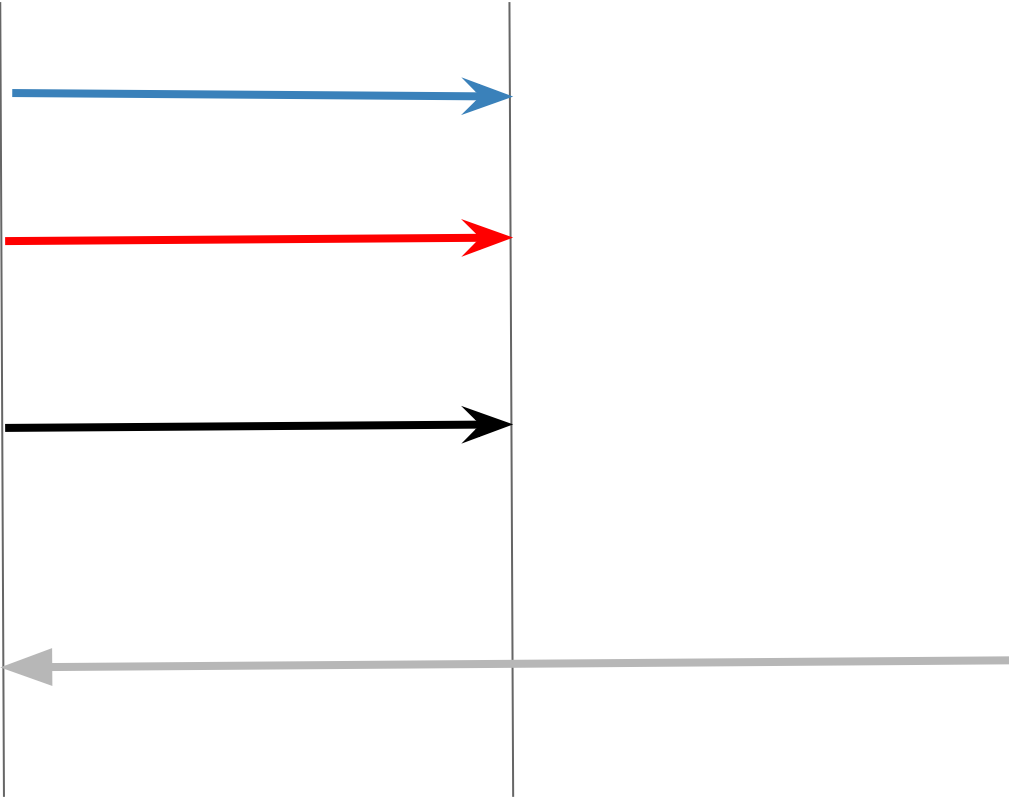
WHAT

HOW

WHY



TOSHIBA





We make great computers.

They are beautifully designed,
simple to use, and user-friendly.

Wanna buy one?

WHAT



HOW

VS



Everything we do, we believe in
challenging the status quo. We
believe in thinking differently.

The way we challenge the status quo is by making our products beautifully designed, simple to use, and user-friendly.

And we happen to make great computers.

Wanna buy one?

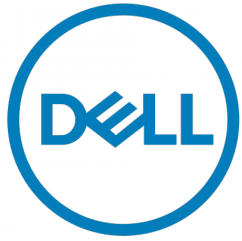
WHY



HOW



WHAT



Our Finest Materials
Exceptional Power
Next-level Performance
Stunning Displays





Think different.

"Trampoline" By SHAED

I've been havin' dreams
Jumpin' on a trampoline
Flippin' in the air
I never land, just float there
(whistle)
I never feel so loved ..





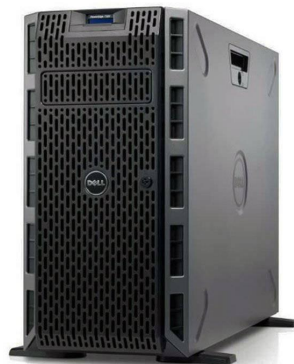
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 **iTunes**

Takeaways

- People don't buy WHAT you do, they buy WHY you do it.
- The Golden Circle
 - What – Products they sell or the services they offer.
 - How – The things make them special or set them apart from the competition.
 - Why – It's a purpose, cause, or belief, a very reason why organization exists.

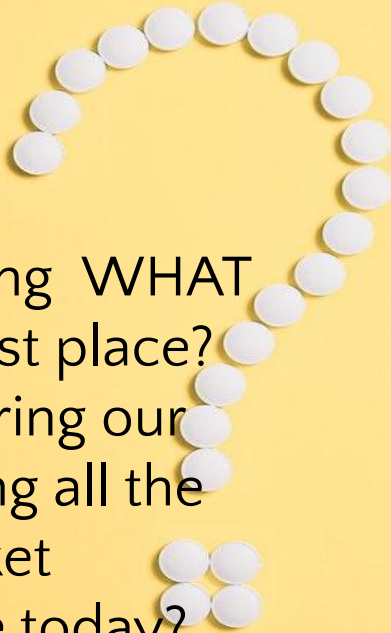


Takeaways

- Other leader communicates from What and How.
- Great leader communicates from Why, How, and then What.
- The organization with clear WHY will afford the freedom to enter and even dominate so many industries.



Questions



- WHY did you start doing WHAT you are doing in the first place?
- WHAT can we do to bring our cause to life considering all the technologies and market opportunities available today?



Special Thanks for Awesome Resources

- Presentation template by SlidesCarnival
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- Pictures from Pexels by
 - Andrea Piacquadio
 - Cleyder Duque
 - Gustavo Fring
 - Oleg Magni



We serve books that inspire you.



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“



1,000 songs in your pocket.

