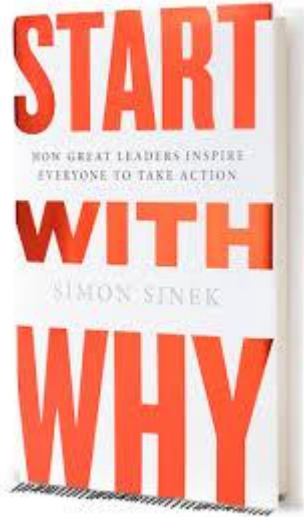






We serve books that inspire you.



## How Great Leaders Inspire Everyone To Take Action

---

Part 4. How to Rally Those Who Believe

Chapter 8 – Start With Why, but Know HOW

Chapter 9 – Know WHY, Know HOW, Then WHAT

Chapter 10 – Communication Is Not About Speaking, It's About Listening

*Simon Sinek*





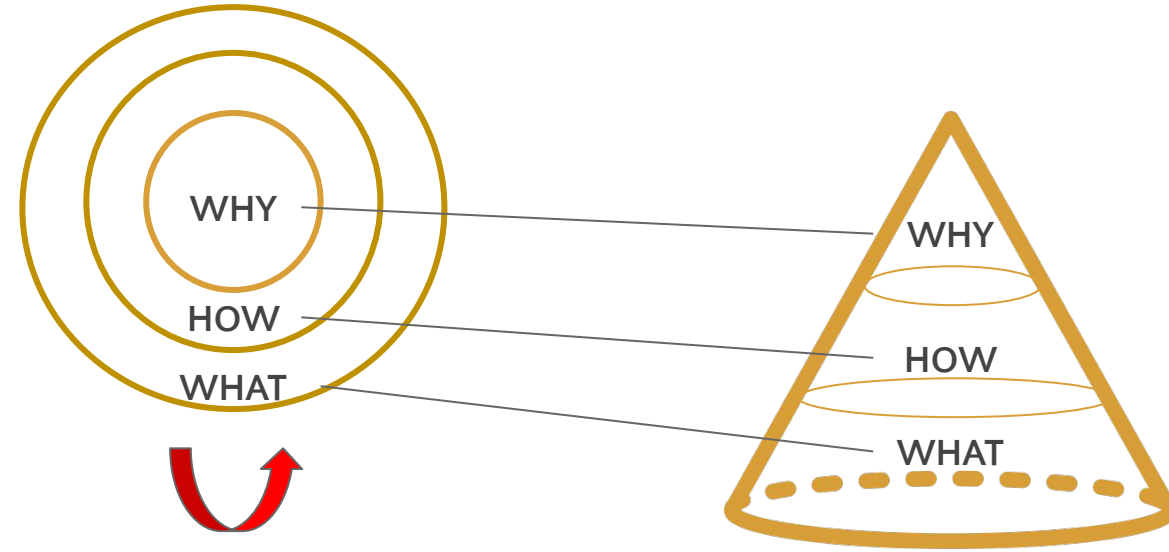
## Part 4. How to Rally Those Who Believe

Chapter 8 – Start With Why, but Know HOW

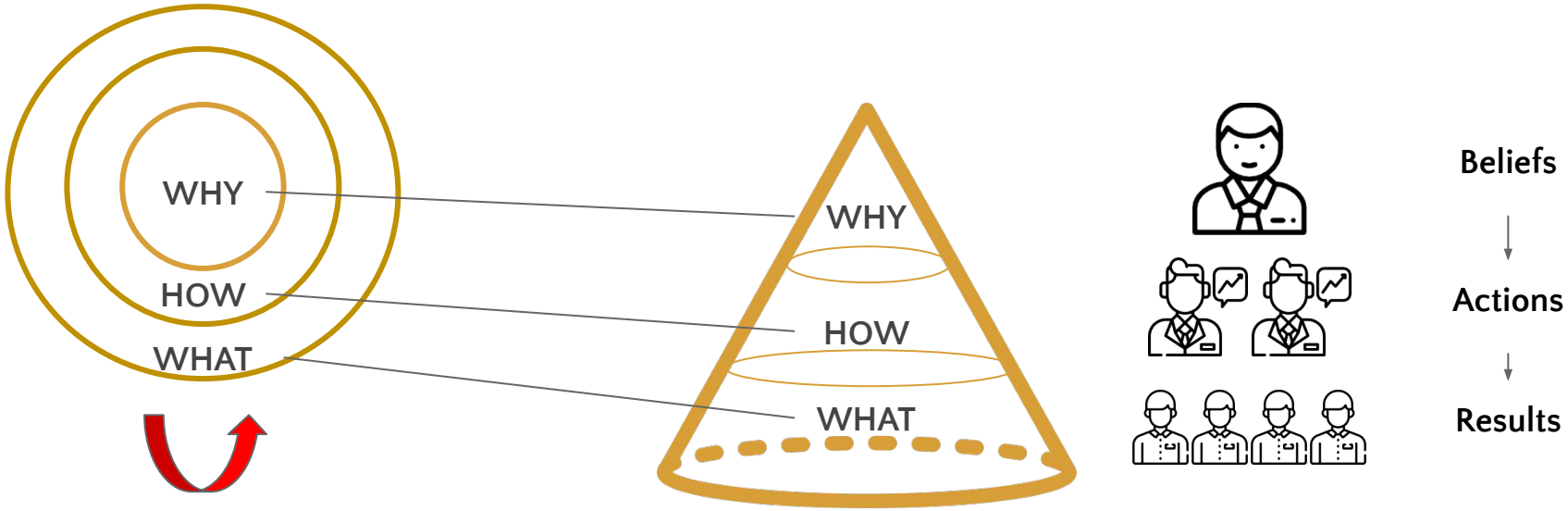
Chapter 9 – Know WHY, Know HOW, Then WHAT

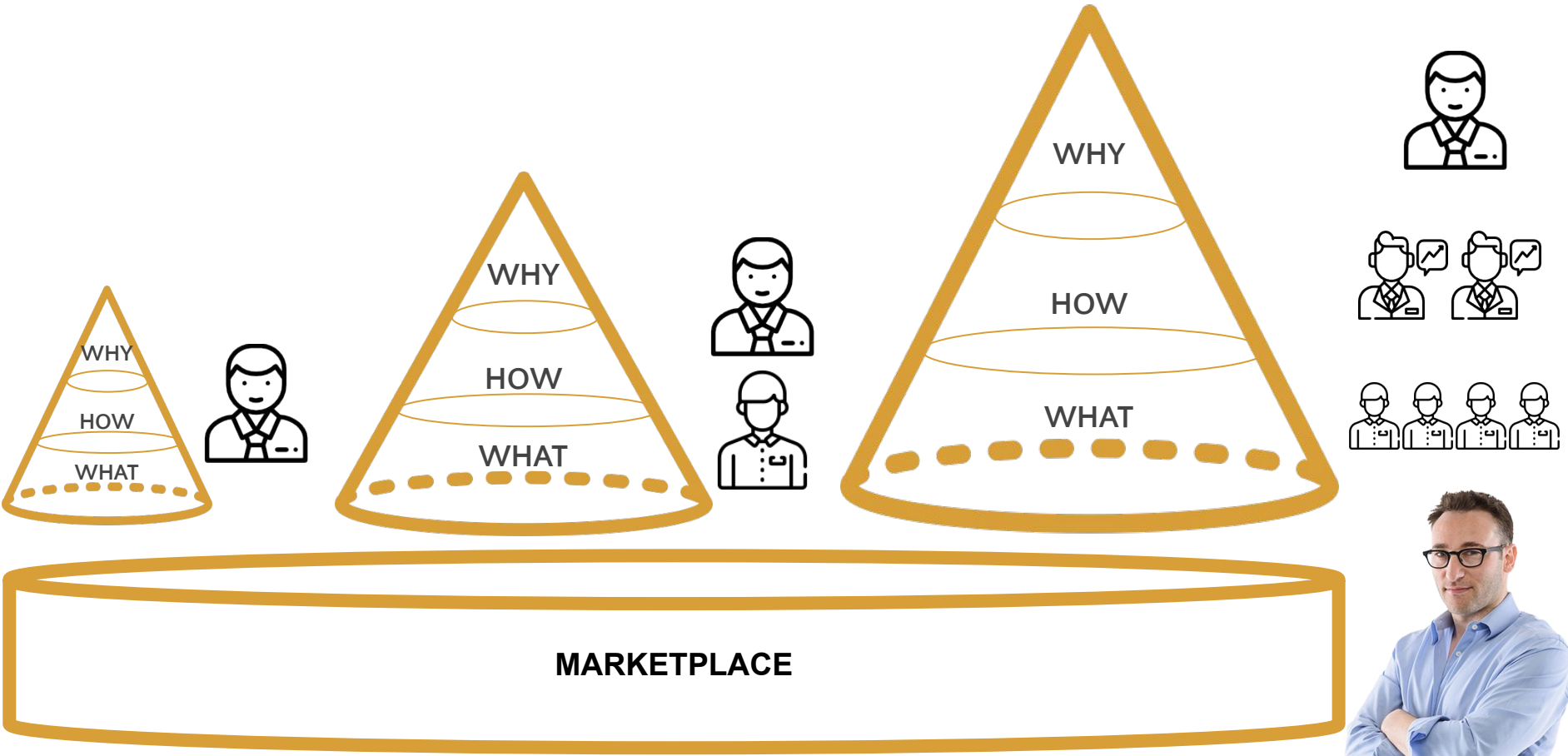
Chapter 10 – Communication Is Not About Speaking, It's About Listening

# The Golden Circle in 3D



# The Golden Circle in 3D







WHY MUST BE CLEAR





# Oprah Gave Away Nearly 300 New Cars

On September 13, 2004, TV talk-show host Oprah Winfrey gives a brand-new Pontiac G-6 sedan, worth \$28,500, to everyone in her studio audience: a total of 276 cars in all.



WHY

HOW

WHAT





Those Who Know WHY Need Those Who Know HOW

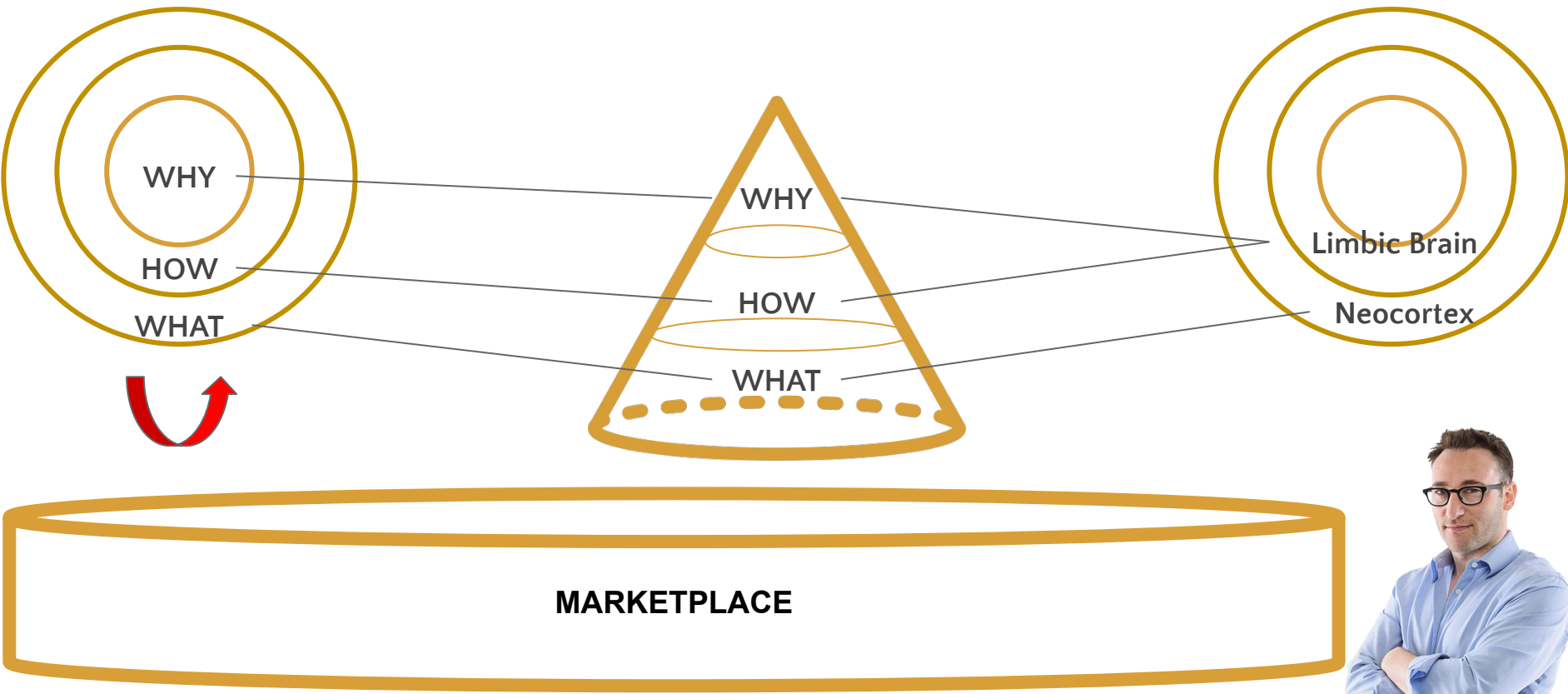
WHY

HOW



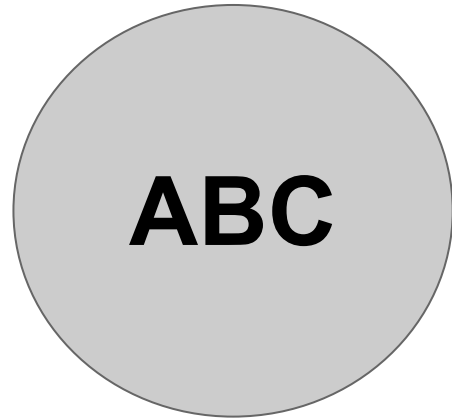






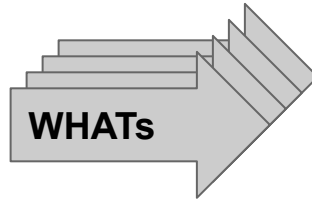


1984 Won't Be Like 1984

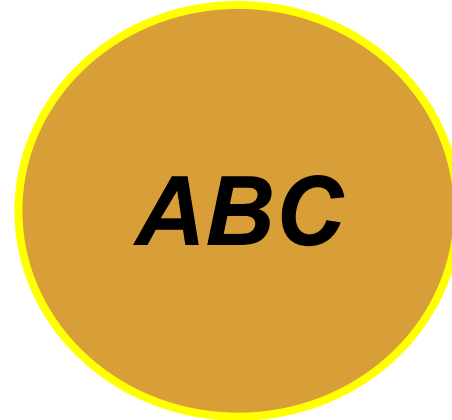


Logo

Quality,  
Service,  
Innovation,  
...



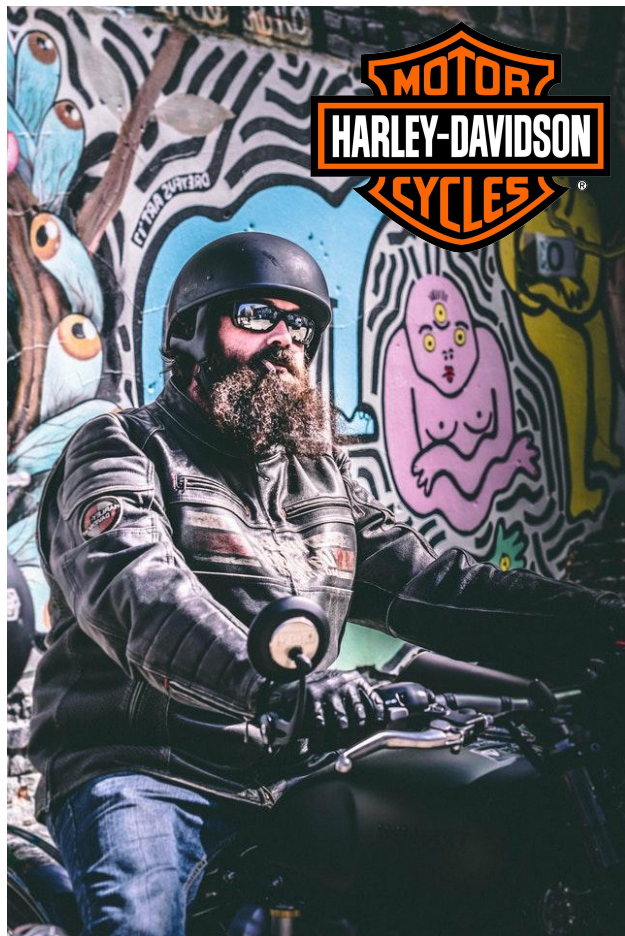
WHY



Symbol

Who I Am











# The Celery Test





# The Celery Test



Healthy  
?





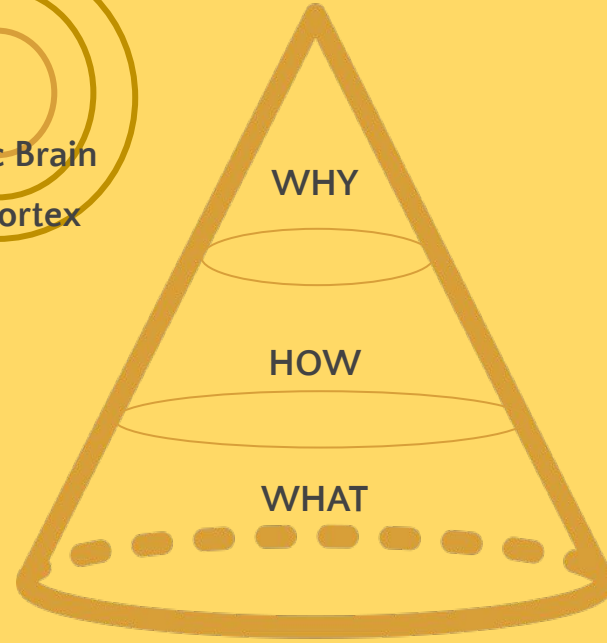
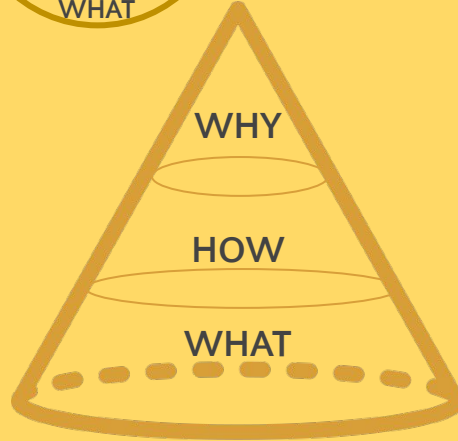
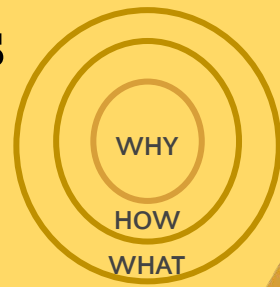
# The Celery Test



Healthy  
?

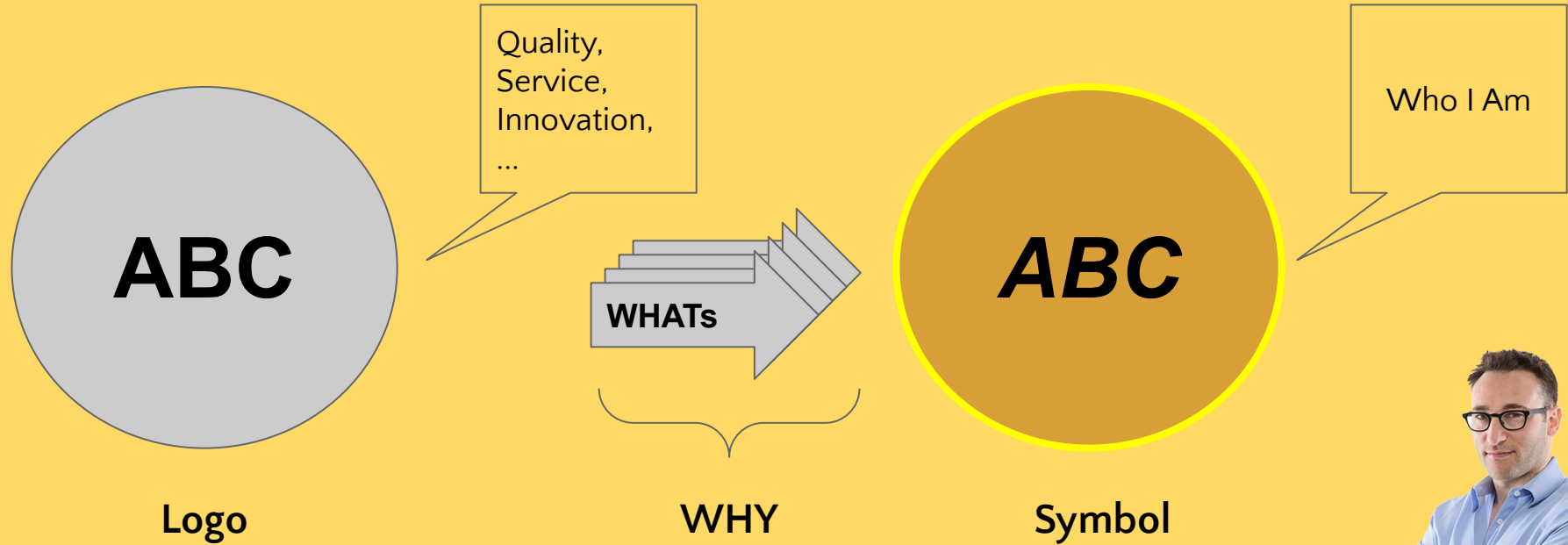


# Takeaways



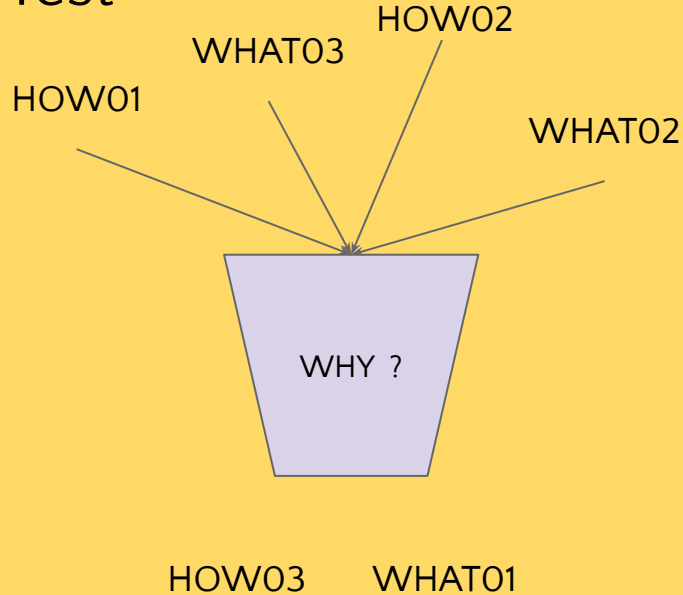
MARKETPLACE

# Takeaways



# Takeaways

## The Celery Test



# Questions

- Think of any brand that can represent who you are
  - WHATs - the products/services you have experienced
  - HOWs - the way they are made/delivered to you
  - WHY - the belief you have the same
- Think of one of your believes as a filter
  - Go to supermarket, shopping mall, or online store to practice using your filter
  - List WHATs that do not pass the filter
  - List WHATs that pass the filter. Are they compliance with your WHY?





## Special Thanks for Awesome Resources

- Presentation template by SlidesCarnival
- Icons from Flaticon by
  - FreePik, SmashIcons
- Resources from Apple Inc.
- Pictures from Microsoft
- Resources from Oprah Winfrey
- Pictures from Pontiac
- Pictures from SouthWest Airlines
- Pictures from Walt Disney
- Pictures from Pexels by
  - Andrea Piacquadio
  - Anna Shvets
  - Baihiki
  - Gustavo Fring
  - Kewin Bidwell
  - Mattheus Bartelli
  - Oleg Magni
  - Pixabay



We serve books that inspire you.