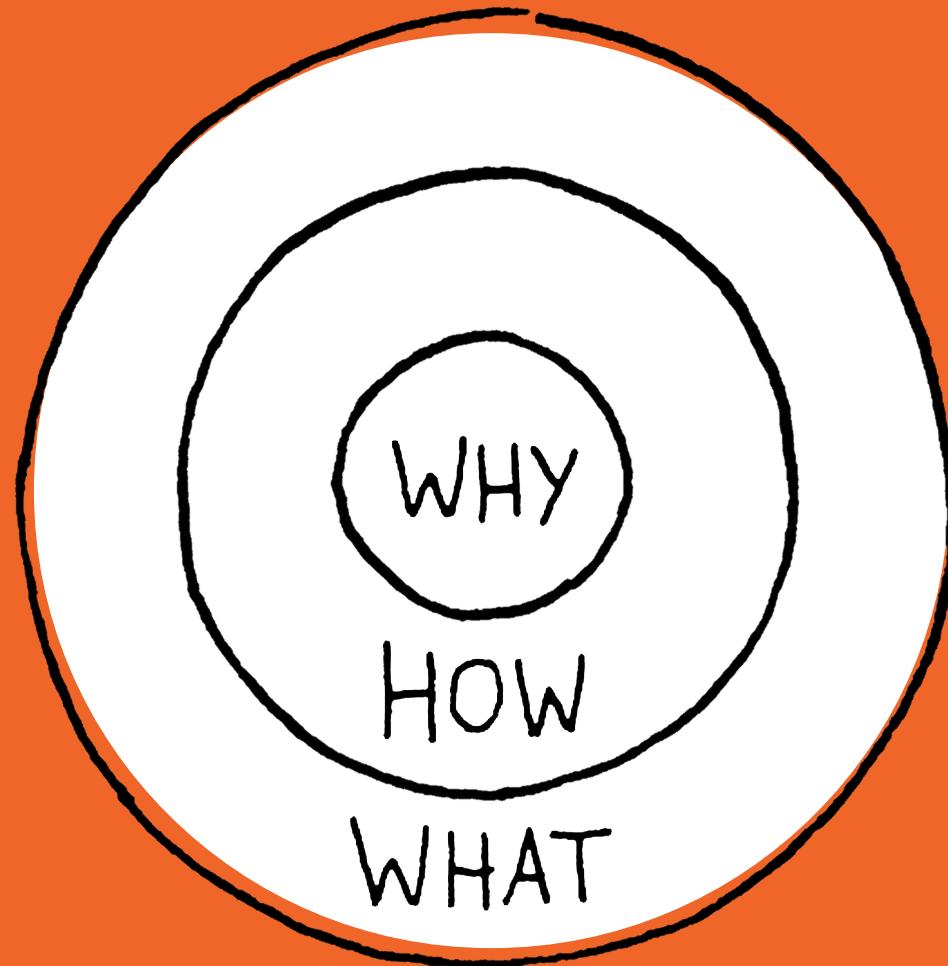


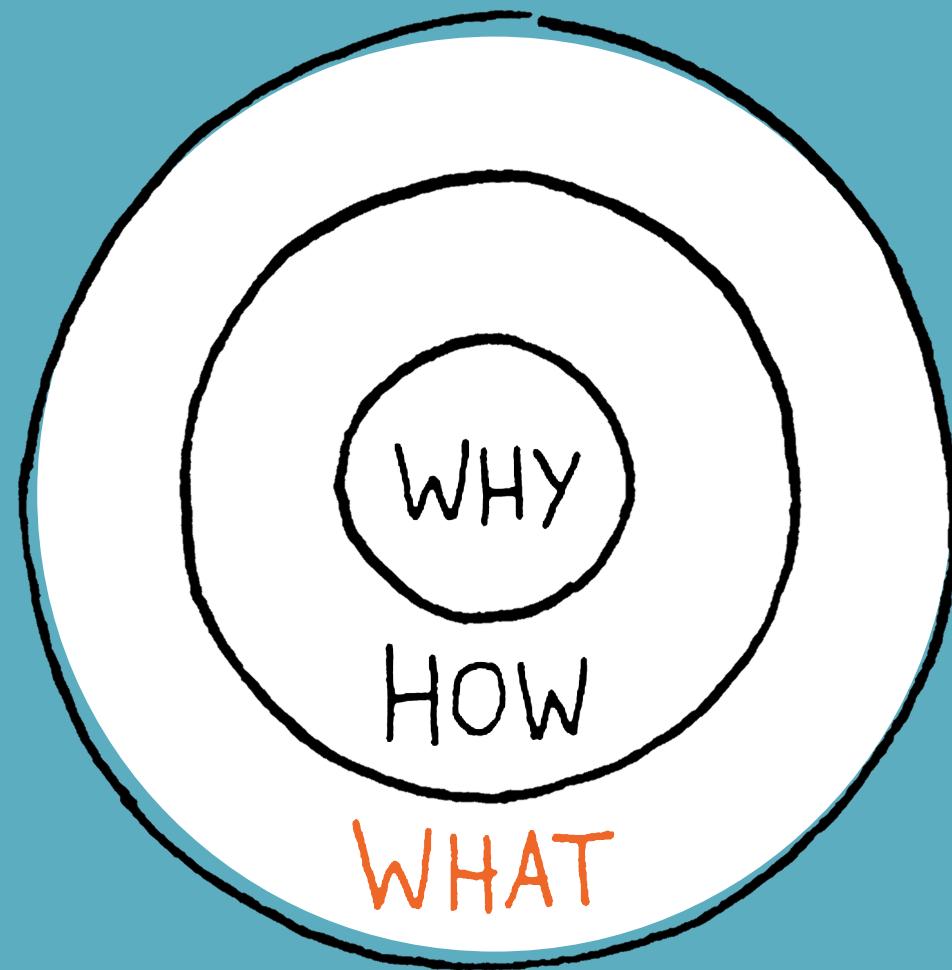
The Golden Circle



The Golden Circle

WHAT

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.



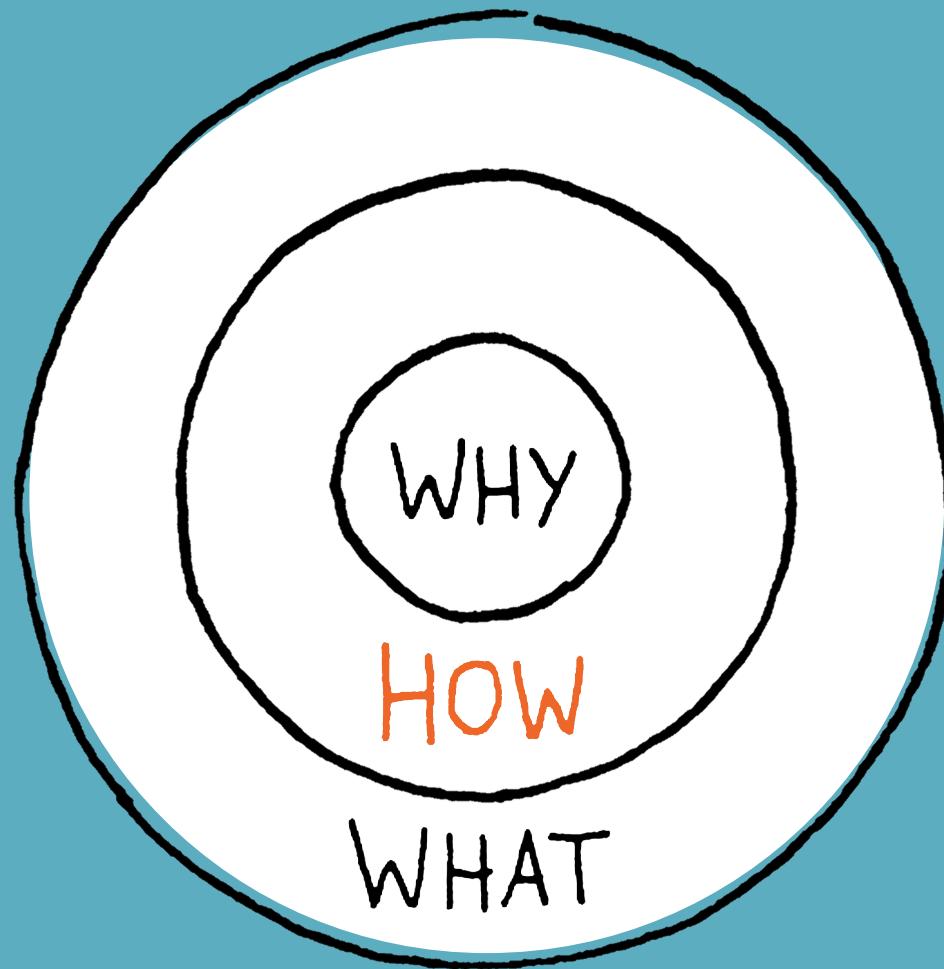
The Golden Circle

WHAT

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.



The Golden Circle

WHAT

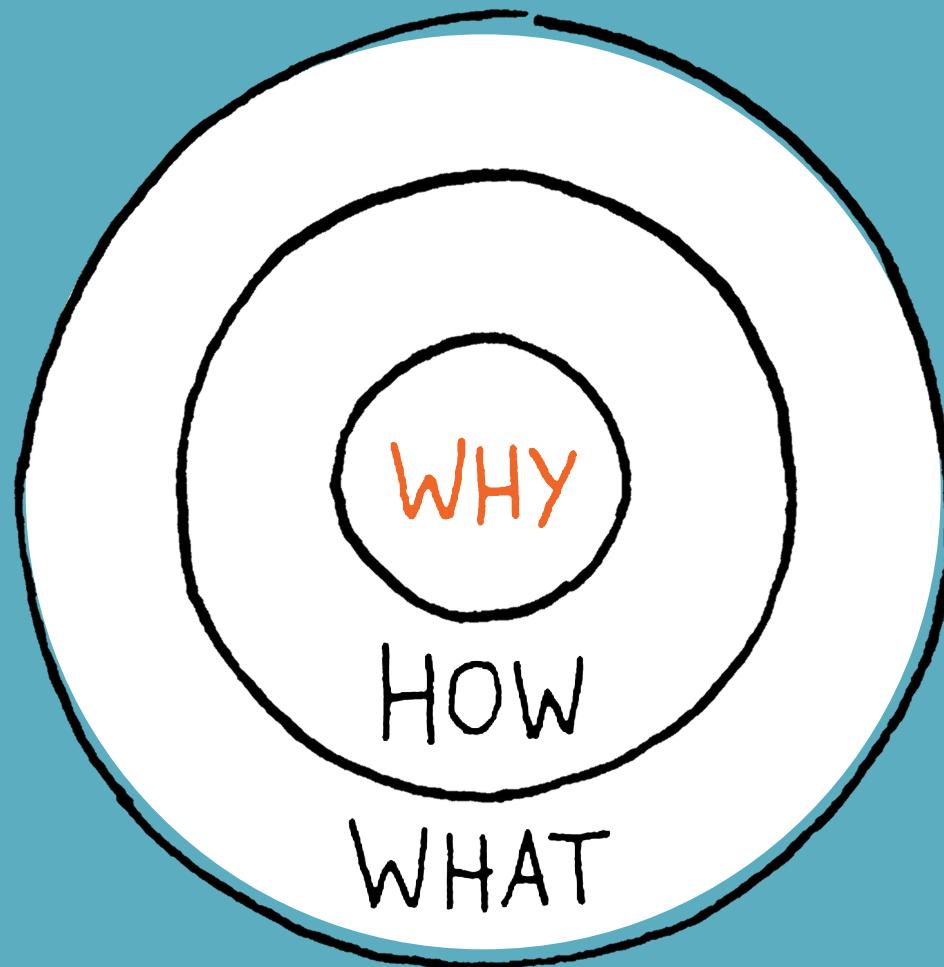
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

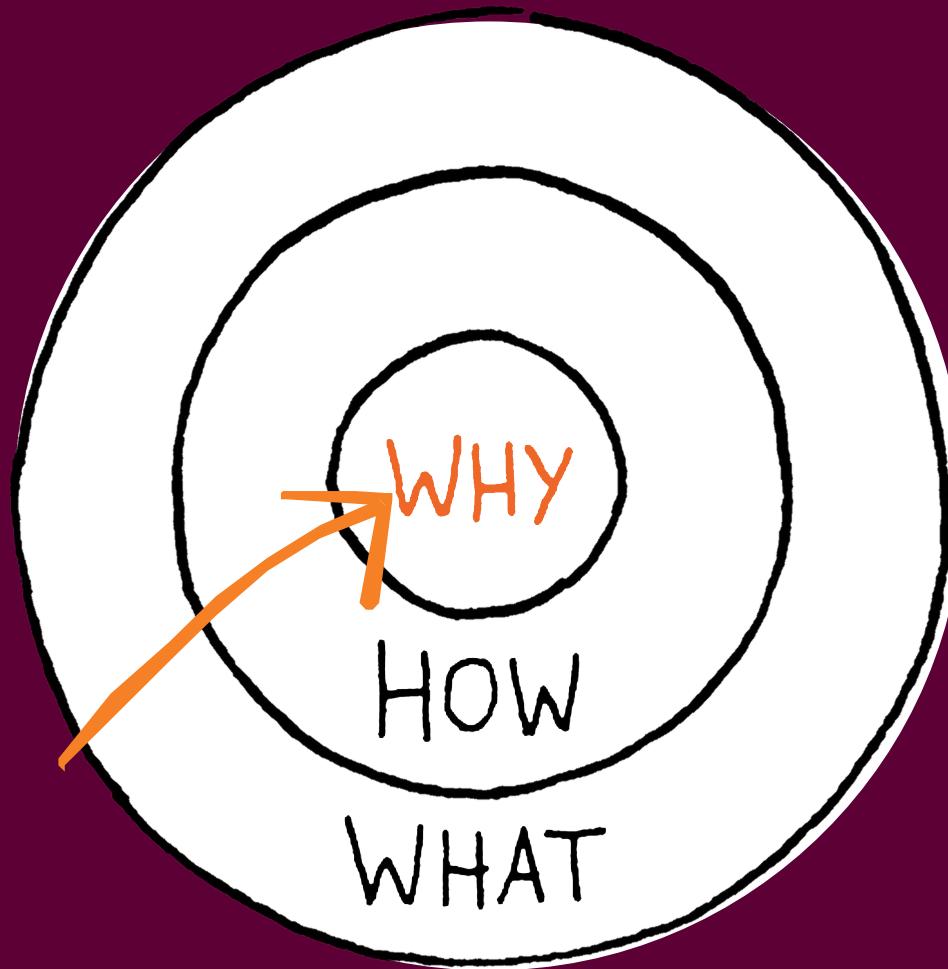
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

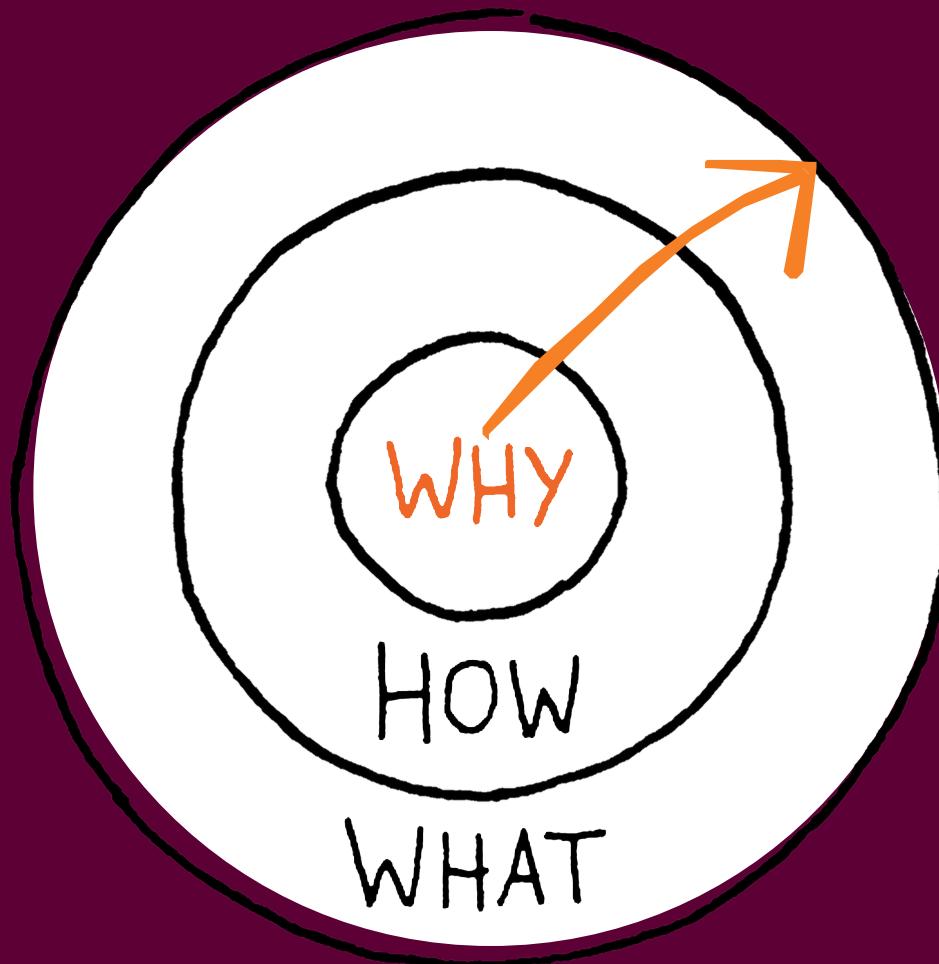
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



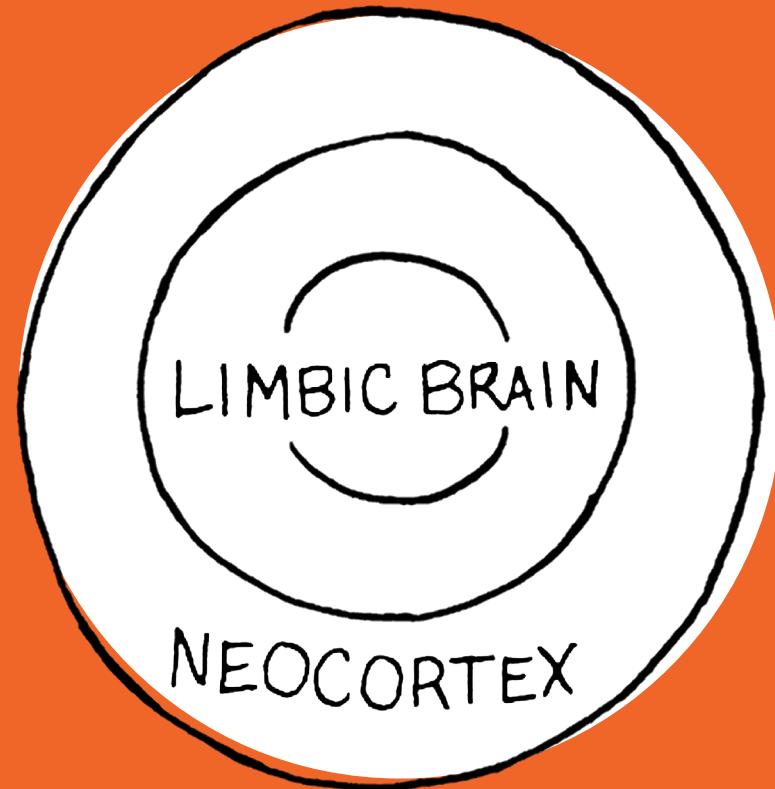
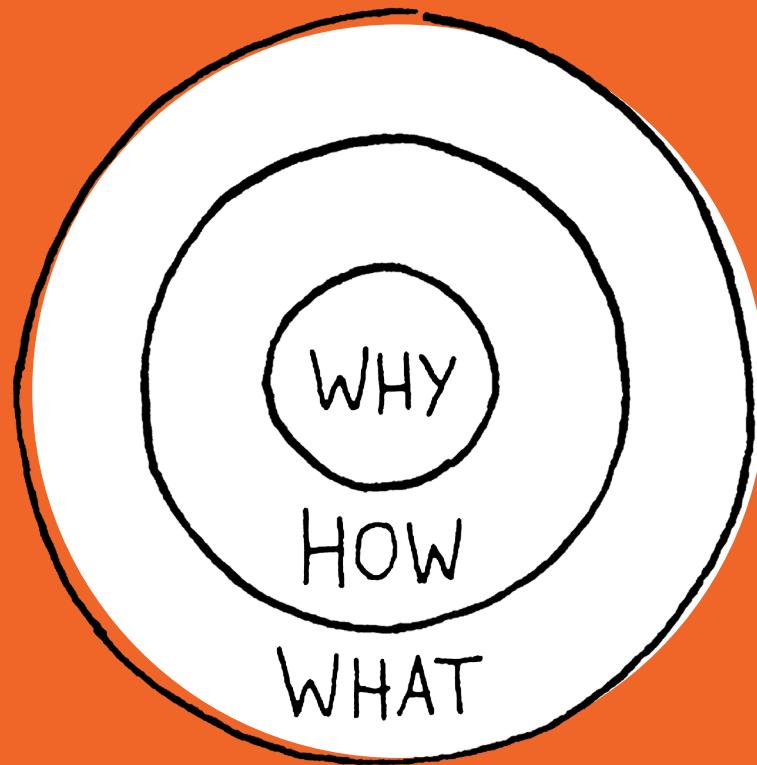
The Golden Circle



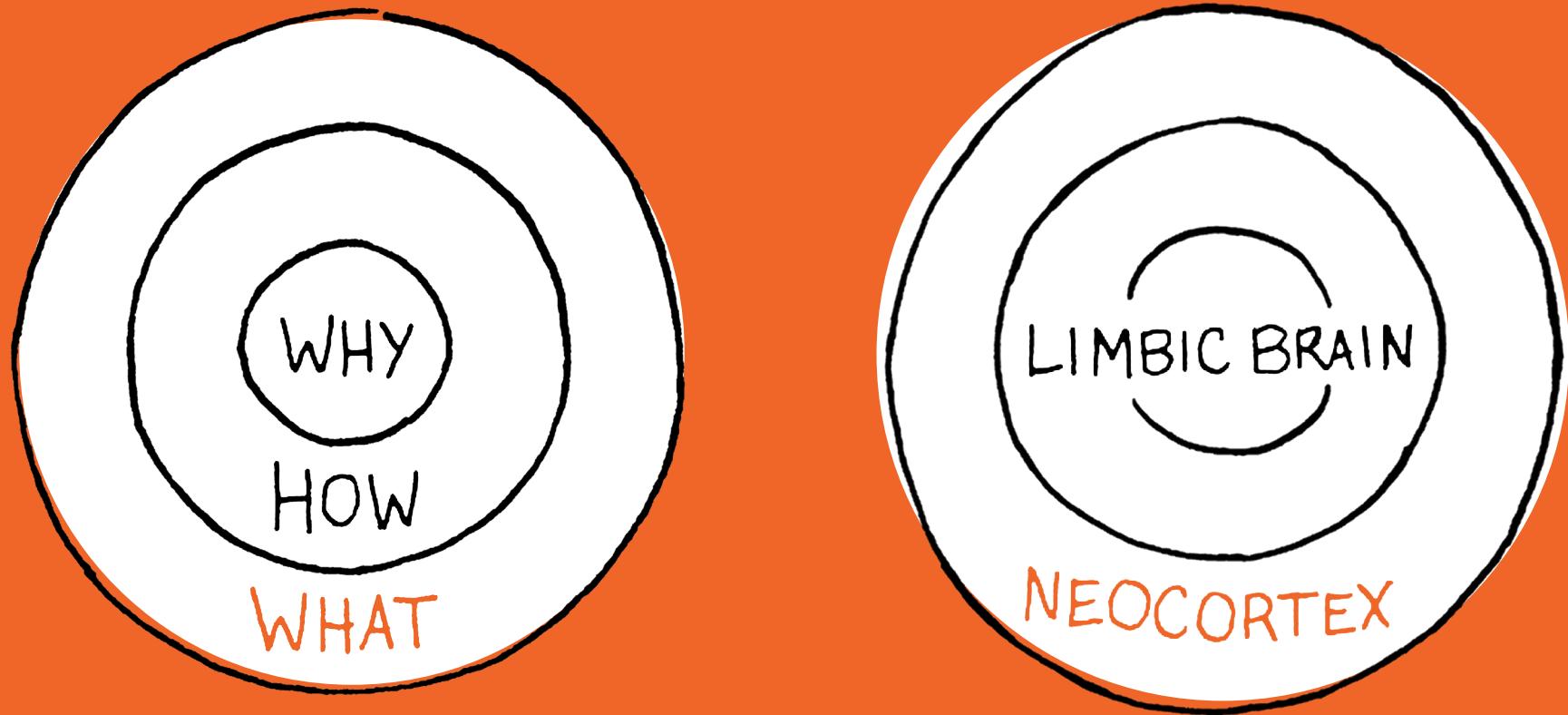
The Golden Circle



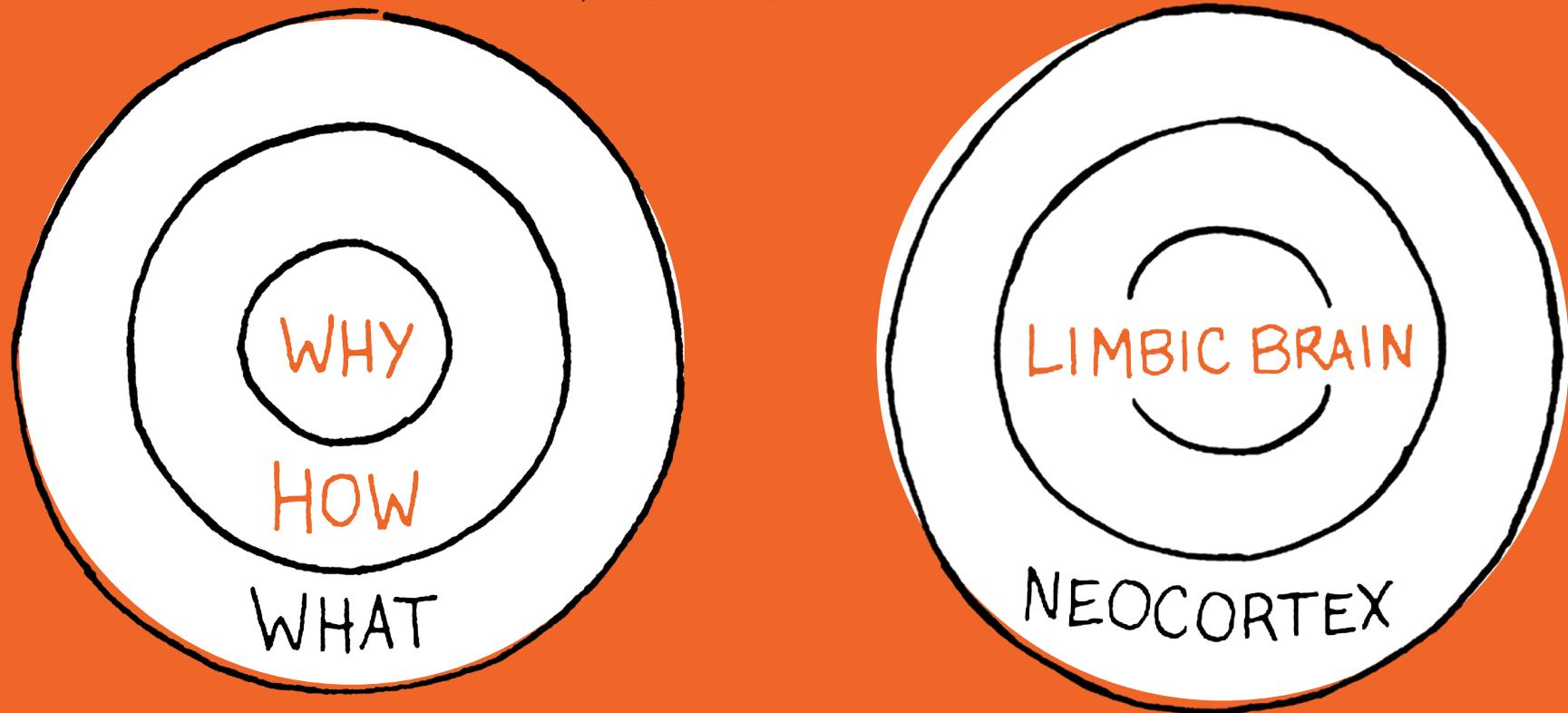
The Golden Circle + Human Brain



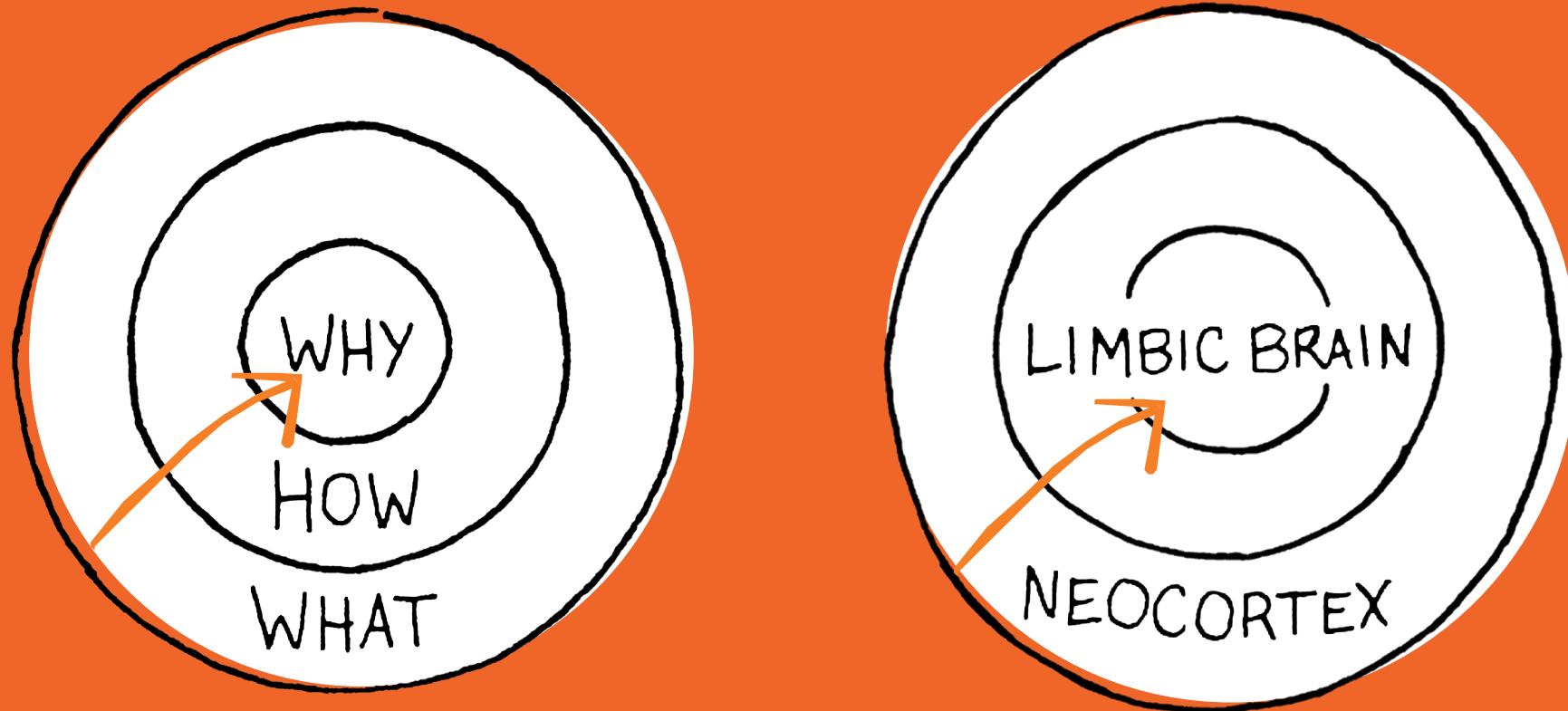
The Golden Circle + Human Brain



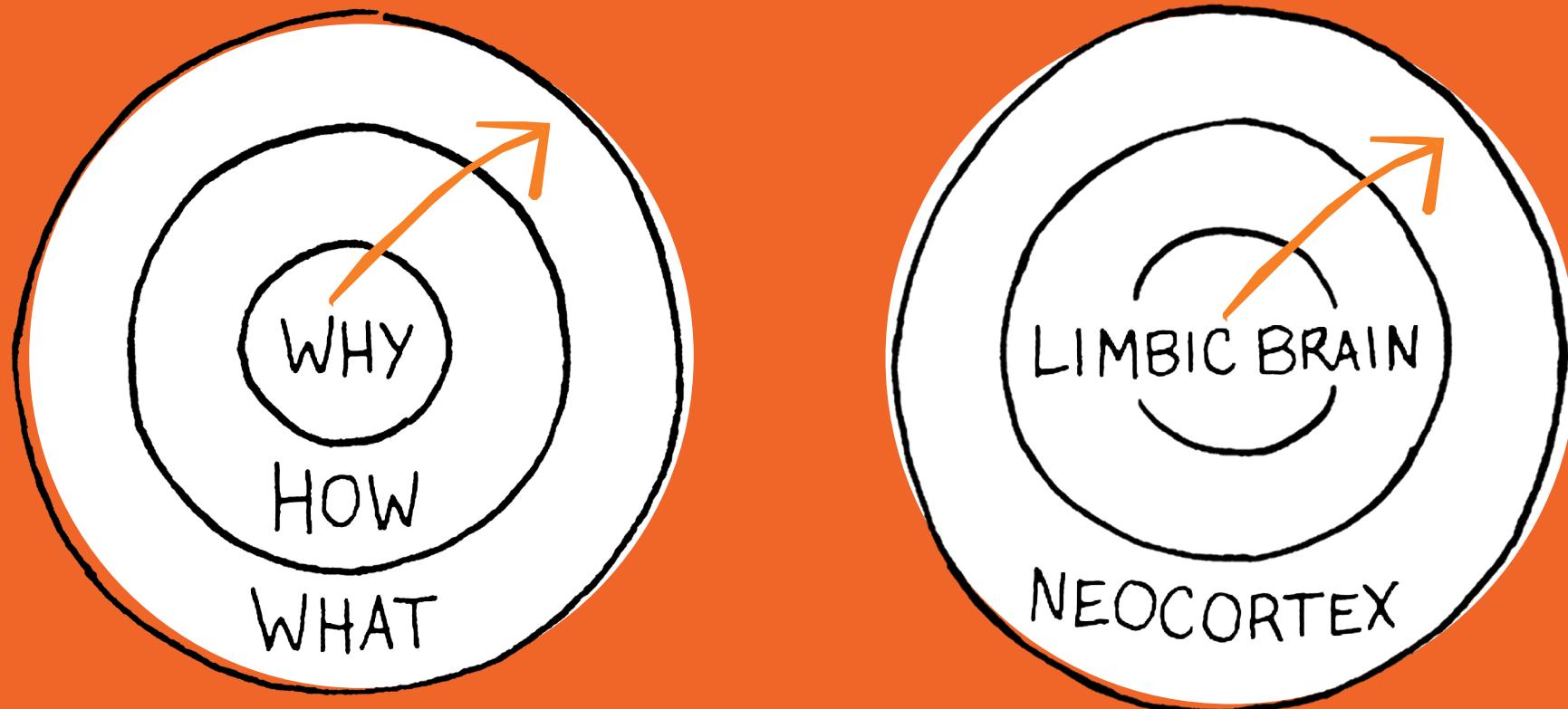
The Golden Circle + Human Brain



The Golden Circle + Human Brain



The Golden Circle + Human Brain



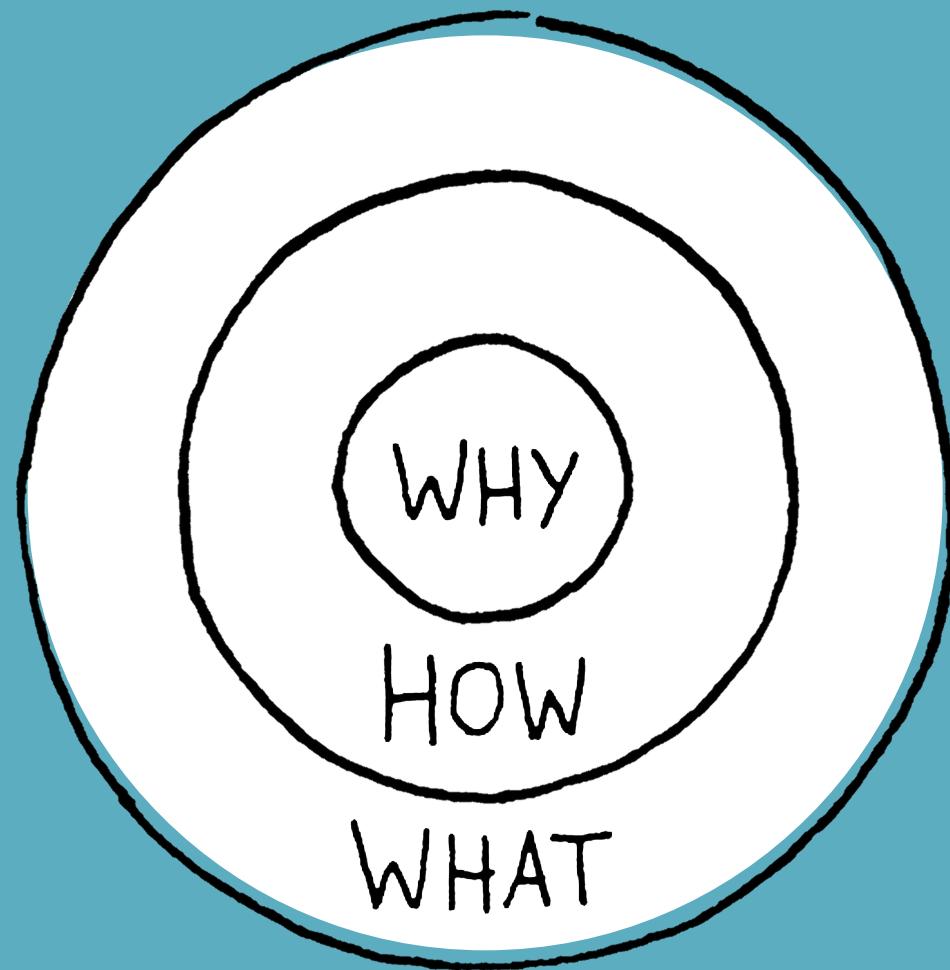
**"People don't buy what you do,
they buy why you do it."**

- Simon Sinek

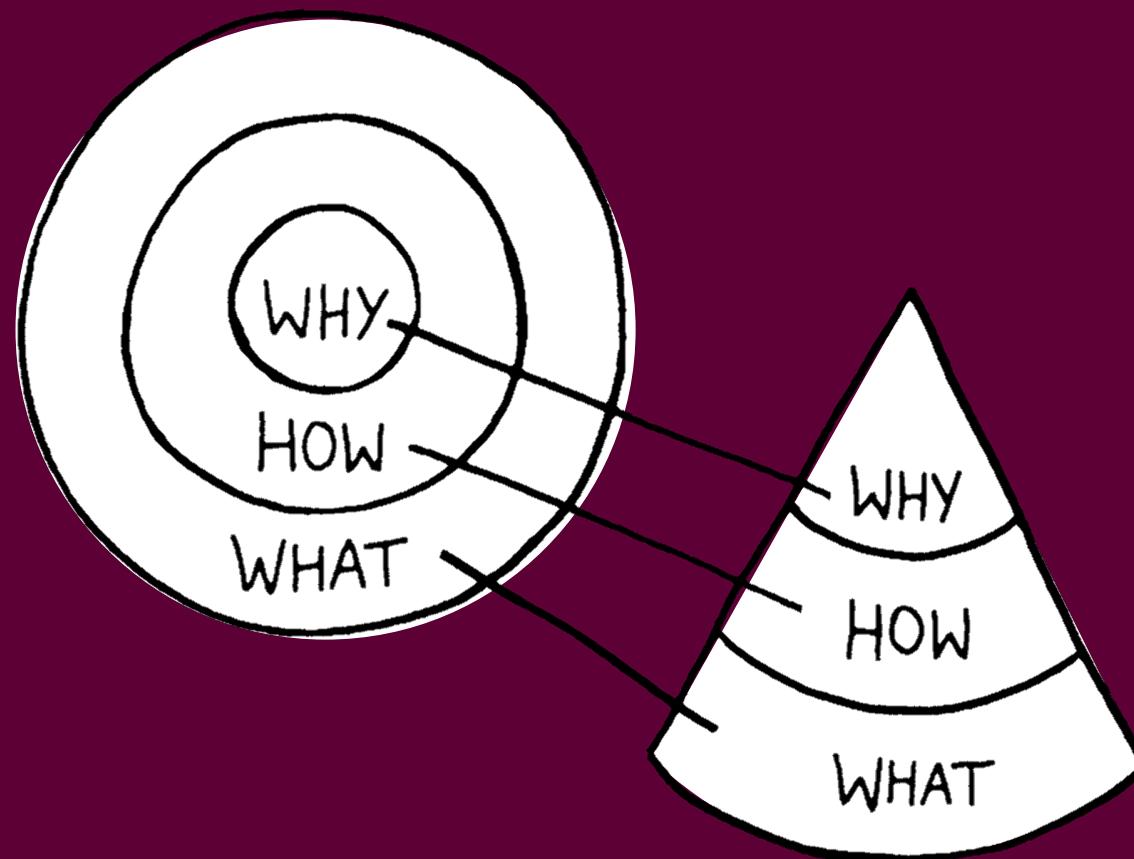


The Golden Circle

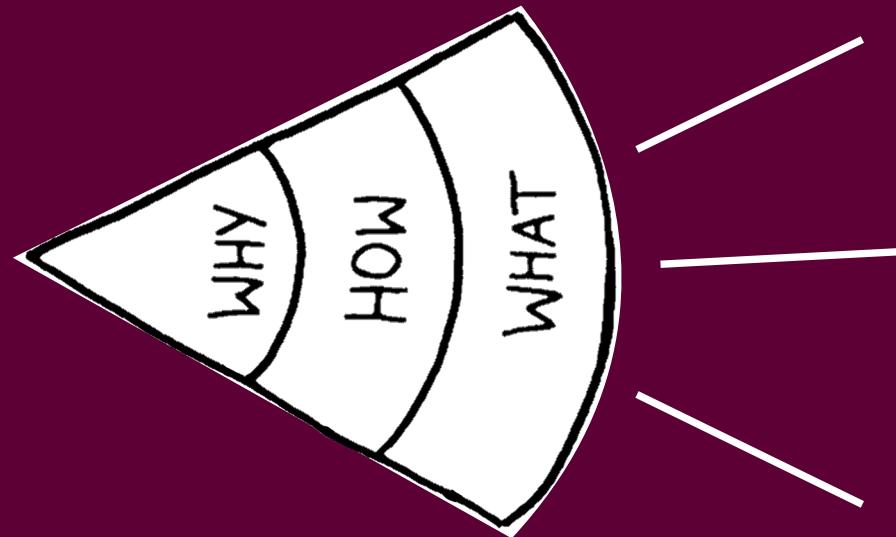
CLARITY OF **WHY**
DISCIPLINE OF **HOW**
CONSISTENCY OF **WHAT**



The Golden Circle + The Cone



The Golden Circle as a Megaphone



Inspire someone every day.

With everything we say,
and everything we do,
we can...

Start With Why

[Resources to learn more about The Golden Circle and to live your Why.](#)

Take steps toward discovering your Why with the [Friends Exercise](#).

Enroll in the online course to [learn your Why](#).

Read the [books](#).

Present these concepts to inspire others with the [Speak to Inspire Action Guide](#).

Take a course on Skillshare on [How to Present: Share Ideas That Inspire Action](#).

