

Reading Reflection 1

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The author of "Find Your Why" is Simon Sinek, an optimist who believes in a brighter future for humanity. His TED talk of the same name has nearly 40 million views. He was also ranked in the 2017 Thinkers50 list of global management thinkers and is the author of bestselling books "Leaders Eat Last" and "Start with Why".

I've read "Start with why" before, and "Find your why" is the second book I've read by Simon Sinek. Simon Sinek has written several books about success and leadership, and I appreciate the titles and the ideas presented in most of his books. "Find Your Why" is a book that discusses the steps to finding one's purpose. People need to understand the "why" behind the things they want to do because it can ignite their passion, help them identify important tasks, and guide them to do the right things. This book is easy to read as the authors use many examples to convey their ideas. I often learn from the different companies mentioned as examples.

Main takeaway - The Golden Circle

This book mainly revolves around the concept of the Golden Circle, which consists of what to do, how to do it, and why it's done. The Golden Circle can help people think about and understand things from different perspectives. This is why some leaders of companies are extraordinary, and people are willing to listen to and follow their lead. Most people tend to start with what they know, which is what to do, and they often procrastinate on things that are unclear. As a result, they become preoccupied with what and how but forget why.

Here's an example: When we first meet someone, we might ask, "What do you do?" (referring to their job). Let's say the person responds that they sell fried chicken. We might then ask, "How do you do it?" The person might explain that they buy fresh chicken at the market every morning, coat it with bread powder, and fry it. After this detailed explanation, we might ask, "Why?" The person might struggle to answer, saying it's to earn money or because they love eating fried chicken. They might not know the reason why they sell fried chicken. Until they find their "why," they may not be able to follow their heart and passion, ultimately losing direction.

Another example: When Stephen Wozniak built the Apple I, the personal

computer revolution was just beginning. Computer technology was gaining attention, but it was mostly seen as a business tool. Wozniak's ultimate goal wasn't making money; he saw computers as having a higher purpose, believing that "personal computers would empower the little guys to stand up to big corporations." If everyone had access to computers, they could do most of what resource-rich corporations could do. In other words, personal computers would change the rules and operations of the world. The subsequent upgrade to Apple II made computers affordable and easier to use for everyone.

The author suggests that when facing the unknown, it's essential to go back to basics and remember the original purpose. This is the key rule for companies to adapt quickly to change (and for individuals as well). Instead of just asking, "What should we do to stand out in the competition?" we should ask, "Why did we start doing these things in the first place?"

Project Application – System Design

I spend a lot of time contemplating why I should do this or that before starting each step. I need to convince myself first, but sometimes I lose direction. I find myself spending more time thinking, and the thoughts don't converge. I end up doing plenty of things that are not related to the project, or I engage in activities that are not helpful at all. Beginning with understanding why is a key factor that pushes me to think further, and I like to design the system based on the thoughts I have. However, I still need to learn how to find my "why." Although I can come up with several reasons why, sometimes these reasons are not the same, indicating that I haven't identified the main and central driving force behind my thoughts.

I remember Professor Thode saying in class that we need to consider the main reasons why we are doing our project and why the public needs our project. The concept of the Golden Circle is everywhere.