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START WITH WHY shows that the  
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Leaders in the world all think, act, and communicate the same way -- and it's the opposite of what everyone else does.

Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired.

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START WITH WHY shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way — and it's the opposite of what everyone else does.

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Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired.

**Start with Why: How Great Leaders  
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Simon Sinek describes in his book "Start with Why: How Great Leaders Inspire Everyone to Take Action" how leaders and companies should work as a series of circles, i.e. "The Golden Circle" - the why, how, and what. This idea explains why organizations and leaders inspire the others.

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provoking talk by Simon Sinek: Start with  
why - how great leaders inspire acti...

## **Simon Sinek - Start With Why - TED Talk Short Edited**

The golden circle diagram, redrawn from  
Start with Why. Sinek says people are  
inspired by a sense of purpose (or "Why"),

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and that this should come first when communicating, before "How" and "What". Sinek calls this triad the golden circle, a diagram of a bullseye (or concentric circles or onion diagram) with "Why" in the innermost circle (representing people's motives or purposes), surrounded by a ring labeled



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"How" (representing people's processes or methods), enclosed in a ring labeled ...

## **Start with Why - Wikipedia**

Start with why: how great leaders inspire everyone to take action / by Simon Sinek.  
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## **Start With Why - Earthgifts**

All organizations start with WHY, but  
only the great ones keep their WHY clear

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year after year.”. Simon Sinek, Start  
with Why: How Great Leaders Inspire  
Everyone to Take Action. 160 likes. Like.  
“Great companies don't hire skilled people  
and motivate them, they hire already  
motivated people and inspire them.”.

**Start with Why Quotes by Simon Sinek**

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## **- Goodreads** Inspire Everyone

Simon Sinek explores how leaders can inspire cooperation, trust and change. He's the author of the classic "Start With Why"; his latest book is "Leaders Eat Last."

Simon Sinek explores how leaders can inspire cooperation, trust and change.

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## **Simon Sinek: How great leaders inspire action | TED Talk**

They realized that people won't truly buy into a product, service, movement, or idea until they understand the why behind it. Start with Why shows that the leaders who've had the greatest influence in the world all think, act, and communicate the

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same way - and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired.

**Amazon.com: Start with Why: How**

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## **Great Leaders Inspire ... Everyone**

1. Behavior needs to reinforce the Why.
  2. Be authentic. Know your Why and align ALL decisions, actions and communication with the Why.
  3. Guiding principles need to be focused around meaningful, action statements, not nouns.
- Say: find creative ways to solve

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problems, instead of innovation. 4. Ignore the competition. Only focus on the Why.

## **Start With the Why (Book Summary)**

Simon Sinek describes in his book "Start with Why: How Great Leaders Inspire Everyone to Take Action" how leaders and companies should work as a series of



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circles, i.e. "The Golden Circle" - the why, how, and what. This idea explains why organisations and leaders inspire the others.

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EVERYONE TO ...**

Decisions that start with WHY literally

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win hearts and minds. And, when we're inspired by a product or brand, it even becomes a mirror of who we are. To build loyalty, you need to (a) inspire people with WHY, (b) adopt inside-out communication with an alignment of your Why, How and What. Get more details in the book or our book summary.

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**Book Summary - Start with Why: How  
Great Leaders Inspire ...**

He wrote Start With Why: How Great Leaders Inspire Everyone to Take Action to explore his idea of the Golden Circle, what he calls "a naturally occurring pattern, grounded in the biology of human

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Leaders inspire Everyone  
TO Take Action  
decision making, that explains why we are  
inspired by some people, leaders,  
messages and organizations over others."

**Simon Sinek | Speaker | TED**

START WITH WHY shows that the  
leaders who've had the greatest influence  
in the world all think, act, and

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communicate the same way -- and it's the  
opposite of what everyone else does.  
Sinek calls...

## **Start with Why: How Great Leaders Inspire Everyone to Take ...**

The tone of "Start With Why" comes off  
as very Instructive. For example, "There

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are only two ways to influence human behavior: you can manipulate it or you can inspire it" (p.17). The narrative voice that Sinek chose to write with is very instructive by saying "you" opposed to "it".

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Start with Why Start With Why Find Your  
Why Start With Why Together is Better  
SUMMARY - Start With Why: How  
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