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.

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The Golden Circle

- WHY
- HOW
- WHAT

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The Golden Circle + Human Brain

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NEOCORTEX
- Rational and Analytical Thinking
- Language

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Limbic Brain
- All of our feelings, like trust and loyalty
- All human behavior and decision-making
- No capacity for language

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The Golden Circle + Human Brain

- Why
- How
- What

- Limbic Brain
- Neocortex

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"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

- WHY
- HOW
- WHAT

- WHY
- HOW
- WHAT
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.

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