

The Golden Circle

“People don’t buy **WHAT** you do, they buy **WHY** you do it.”

-Simon Sinek

- 1** Divide a whiteboard into three sections. **WHAT**, **HOW** and **WHY** will be the titles of each.
- 2** Brainstorm your **WHAT**. This will be a list of products and services.
- 3** Brainstorm your **HOW**. Use the Discovering Business Values exercise to determine your values and strengths.
- 4** Dig deep and brainstorm your **WHY**. Ask yourself, “Why does **WHAT** my company provides and **HOW** we operate truly matter to a client?”
- 5** Craft your **WHY** statement.

WHAT

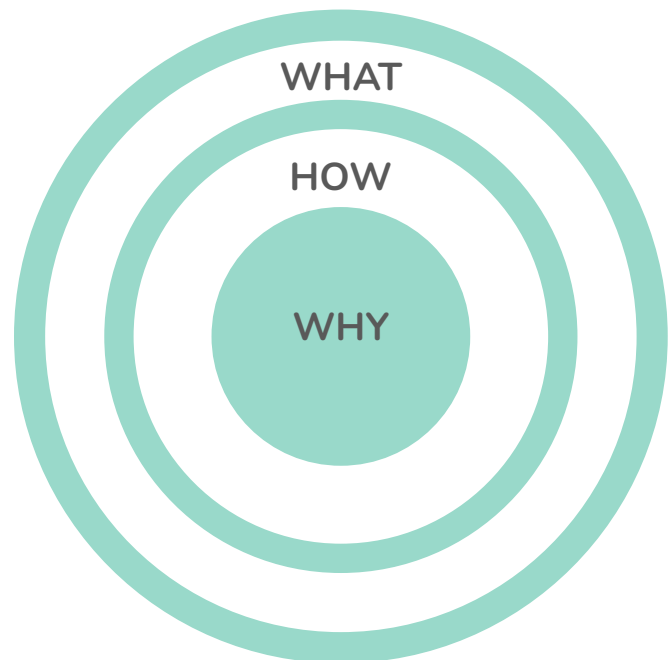
Every organization knows **WHAT** they do. These are products they sell or services they provide.

HOW

Some organizations know **HOW** they do it. These are the things that differentiate them from their competition.

WHY

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



For more information, view Simon Sinek’s TED Talk on The Golden Circle. <https://www.youtube.com/watch?v=qp0HIF3SfI4>
Adapted from: Find Your Why by Simon Sinek