The Golden Circle

"People don't buy WHAT you do, they buy WHY you do it."

-Simon Sinek

- Divide a whiteboard into three sections. **WHAT**, **HOW** and **WHY** will be the titles of each.
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Brainstorm your WHAT. This will be a list of products and services.



Dig deep and brainstorm your WHY. Ask yourself, "Why does WHAT my company provides and HOW we operate truly matter to a client?"

Craft your **WHY** statement.

WHAT

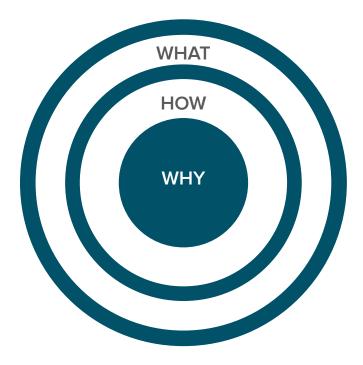
Every organization knows **WHAT** they do. These are products they sell of services they provide.

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=qp0HIF3Sfl4 Adapted from: Find Your Why by Simon Sinek

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