

## Start With Why Simon Sinek

### Introduction

- Sinek calls out the Wright brothers, Apple, MLK, HD, Disney, Southwest as examples of companies/individuals that did things differently.
- The two key things he makes reference to is that (i) they all inspire others and (ii) they do so by starting with why.

### Part 1: A World That Doesn't Start With Why

#### Assume You Know

- Much of what we think we know is not actually accurate. It is based on incomplete or false information.
- More data is not the answer as often there is some piece of information that is missing

#### Carrots and Sticks

- Manipulation versus inspiration
- Price
- Promotions
- Fear
- Aspirations
- Peer pressure
- Novelty
- The price you pay for the money you make
- Manipulations lead to transactions, not loyalty
- Just because it works, doesn't make it right

### Part 2: An Alternate Perspective

#### The Golden Circle

- Why, how, what
- Not the only way, just one way

#### This Is Not Opinion, This Is Biology

- Gut decisions don't happen in your stomach (limbic brain and neo-cortex)
- It's what you can't see that matters

## Clarity, Discipline, and Consistency

- Clarity of WHY
- Discipline of HOW
- Consistency of WHAT
- The right order
- If you don't know WHY, you can't know HOW
- Manipulation and inspiration are similar, but not the same
- Doing business is like dating
- Three degrees of certainty