

# Start With Why How Great Leaders Inspire Everyone To Take Action

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

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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 decision making, that explains why we are inspired by some people, leaders, messages and organizations over others."

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*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 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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The golden circle diagram, redrawn from Start with Why. Sinek says people are inspired by a sense of purpose (or "Why"), 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 "How" (representing people's processes or methods), enclosed in a ring labeled ...

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