

THE GOLDEN CIRCLE

Why 'WHY' is important

WHAT IS THE GOLDEN CIRCLE?

The **Golden Circle theory** explains how leaders can inspire cooperation, trust and change in a business *if they start by answering 'why'.*

WHY

HOW

WHAT

GREAT LEADERS

communicate
INSIDE OUT

Gives you purpose

Fosters passion & dedication

Makes you hyper focussed

Makes you happier

WHY IT'S IMPORTANT TO KNOW YOUR WHY

WHAT'S WRONG WITH STARTING WITH THE WHAT

For a leader, '**What**' they do would be their **job title**.

'What' *messaging only engages with the neocortex* - the rational part of our brain. When we communicate from outside in, while there is a vast amount of information, *it doesn't drive decision-making.*

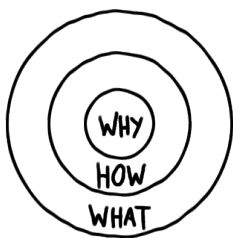
It fails to create true resonance

People don't buy into what you do, they buy into why you do it.

'**Why**' taps into the part of the listener's brain that **influences behaviour**.

It was the I have a dream speech. Not the I have a plan speech

WHAT'S RIGHT ABOUT STARTING WITH THE WHY



THE GOLDEN CIRCLE

IN MY LIFE

AT MY WORK

WHY ARE YOU HERE?
(Your purpose)

WHY DO YOU WAKE UP IN THE MORNING AND DO
WHAT YOU DO?
(Your reason)

HOW WILL YOU GO ABOUT
ACHIEVING YOUR WHY?
(Your process)

WHAT DO YOU DO?
(Your role that enables you to achieve your why)

HOW TO FIND YOUR WHY

Questions to ask yourself

Take your time to answer these questions. Dig deep, don't censor your thoughts and feelings, and be brutally honest with yourself as you go through this exercise. Feel free to split these questions up over days and weeks, and look for consistencies along the way.

HOW TO FIND YOUR PASSION

1. What do you love to do?
2. What are you good at?
3. What motivates you to get out of bed in the morning?
4. If you had a day completely to yourself, how would you spend it?
5. What activities make you lose track of time?

HOW TO FIND YOUR MISSION

1. When people come to you for help, what do they need from you?
2. Who inspires you, and why?
3. What keeps you up at night?
4. What are your biggest pain points?
5. What legacy do you want to leave behind?

HOW TO FIND YOUR VOCATION

1. What did you dream about when you were a child?
2. What unique strengths and skills do you possess?
3. What things do others ask you for help with?
4. What comes easily to you?