

FIND YOUR WHY

A Practical Guide For Discovering Purpose For You and Your Team

SIMON SINEK, DAVID MEAD and PETER DOCKER

SIMON SINEK is the founder of his own consulting and leadership training company, Simon Sinek, Inc. He is a self avowed unshakable optimist and leader of a movement which inspires people to go home every day feeling good about their work. He is the author of four books including *Start With Why*, *Leaders Eat Last* and *Together is Better*. He gave one of the most watched TED Talks of all time in 2009 where he popularized the concept of WHY.

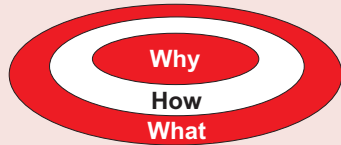
DAVID MEAD is a corporate trainer and keynote speaker. He joined the Start With Why team in 2009 and since then has facilitated workshops and given presentations about leadership and culture.

PETER DOCKER is a leadership consultant and executive coach. He previously worked as an officer in the Royal Air Force and as a professional pilot. Since 2011, he has run workshops and worked with managers from some of the world's largest companies in various industries including oil and gas, construction, mining, pharmaceuticals, healthcare, banking and aviation.

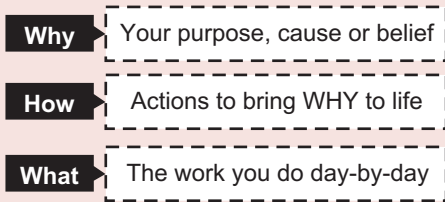
The website for this book is at: startwithwhy.com.

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MAIN IDEA



The key to motivating yourself or others to do anything is to understand your WHY – the genuine deep-seated purpose behind what you do. When you know your WHY, it then becomes much easier to understand HOW you need to act and WHAT you need to do day-by-day to bring that WHY to life.

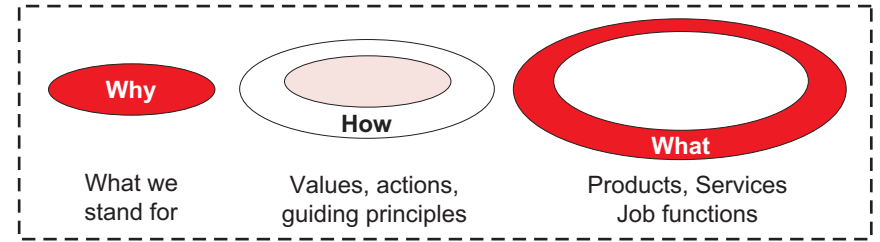
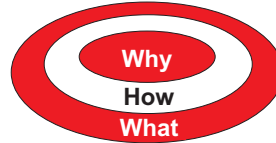


Everyone has a WHY but not everyone has got around to thinking about it and articulating it yet. If you understand WHY you do what you do, then every day you'll feel inspired to go to work and come home feeling fulfilled. Happiness comes from WHAT you do but fulfillment comes from WHY you do it.

Find your WHY first and HOW and WHAT will then become obvious.

"At its core, the WHY is an origin story. Who we are is the sum total of all the experiences we've had growing up—the lessons we learned, the teachers we had and the things we did. WHY represents who you are at your natural best and will be revealed through specific stories and experiences that affected your life and shaped who you are. If we want to feel an undying passion for our work, if we want to feel we are contributing to something bigger than ourselves, we all need to know our WHY."

– Simon Sinek, David Mead and Peter Ducker



1. The power of WHY Page 2

Everyone in your company knows what you sell and how your products or services get made but relatively few know WHY you do what you do. That's unfortunate because if you know your WHY and project that, not only will you stand out but people who relate will want to do business with you again and again.

2. How to discover your WHY Page 3

Your WHY is important because it injects passion into your work. For entrepreneurs, WHY helps you stand out. For employees, your WHY will lead you to your next job. For teams, WHY will connect you in a deeper way to everyone else. And for organizations, WHY matters because it energizes and directs.

3. WHY discovery for individuals Page 4

The real key to unearthing your WHY and bringing it into focus is to have the help of a partner. A good partner will offer a perspective which you can't possibly generate for yourself. Teaming up with the right partner who will help you find your WHY is an essential and invaluable part of discovering your WHY.

4. WHY discovery for teams and groups Pages 5 - 6

To come up with a workable WHY statement for a team, a group or a company, you'll need to run a workshop which involves everyone in identifying your common purpose, cause or belief. Keep in mind the aim here is to clarify, simplify and ultimately inspire, not to add complexity.

5. Link WHY with HOW. Pages 6 - 7

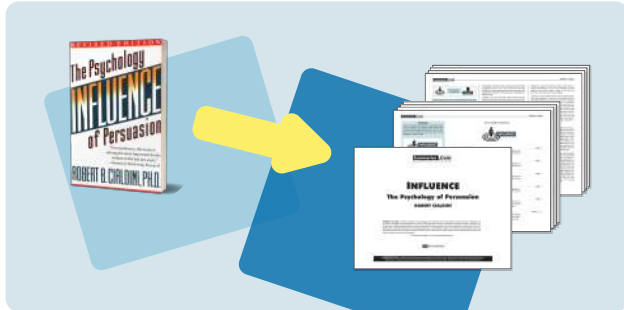
Articulating your WHY statement is important and is rarely done but HOW and WHAT are equally important. You need all three to be in balance to be at your best. Your WHY is your purpose, your HOWs are your natural strengths and your WHATs are the tangible actions you take day-by-day. HOW and WHAT take you from theory to practice as you put your beliefs into action.

6. Share your WHY with others Pages 7 - 8

Taking the time and effort to discover your WHY and to articulate your HOWS are a great start. The benefits are to be derived from doing this when you bring them to life and share them with others. Be prepared to take a stand and do the things you say you believe.

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