The Golden Circle
The Golden Circle

WHY

HOW

WHAT
WHAT

Products sold, services offered or your role at work
HOW

Your strengths, values and guiding principles
WHY
Your purpose, cause or belief
The Golden Circle

WHY

HOW

WHAT
The Golden Circle

WHY
HOW
WHAT
Neocortex
Responsible for all of our rational and analytical thought, and language.

Limbic System
Responsible for all feelings, like trust and loyalty. It’s also responsible for all human behavior and decision-making, yet it has no capacity for language.
People don’t buy WHAT you do, they buy WHY you do it.

- Simon Sinek
Clarity of WHY
Your purpose, cause or belief.

Discipline of HOW
Your strengths, values or guiding principles.

Consistency of WHAT
Products sold, services offered or your role at work.
The Golden Circle + The Cone
More Resources

- Watch Simon’s TED Talk, How Great Leaders Inspire Action
- Learn The Science of WHY
- Read Simon’s books
- Enroll in our online WHY Discovery Course

Visit startwithwhy.com for more resources to feel inspired and to inspire those around you.