The Golden Circle

WHAT
Every organization on the planet knows WHAT they do. These are the products they sell or the services they offer.

HOW
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.