**The Golden Circle**

**WHAT**
Every organization on the planet knows WHAT they do. These are 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 organizations exists.