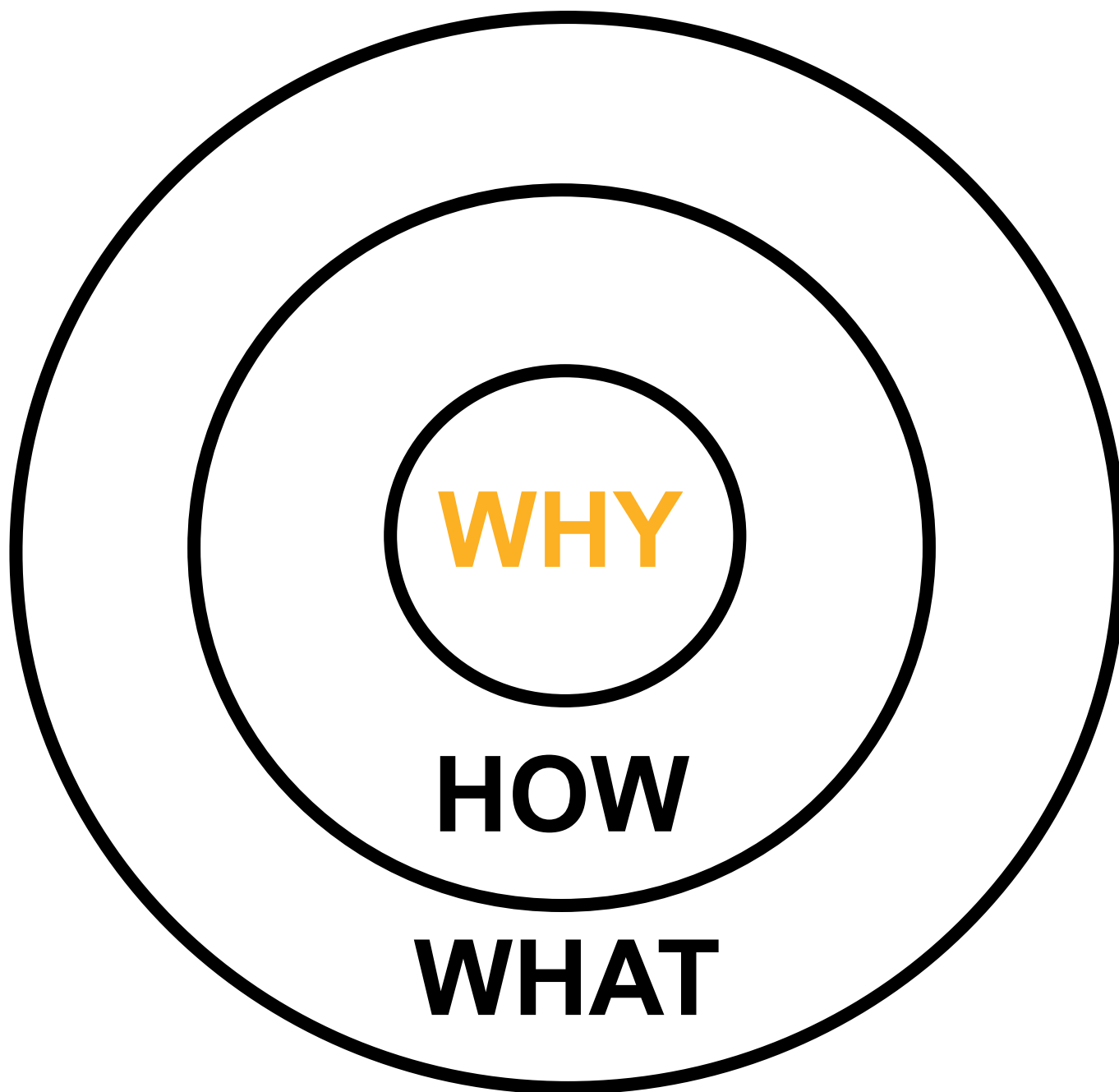


# THE GOLDEN CIRCLE – START WITH WHY – SIMON SINEK



Every organization knows **WHAT** they do. These are the products, services and programs they offer.

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

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