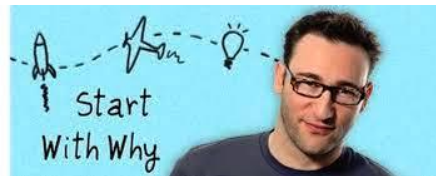




Simon Sinek



How Great Leaders Inspire Action

How do you explain when some people are able to defy the odds and succeed so much more than others?

Why are some people able to accomplish so much more than others (others, who appear to have access to better resources or who are in a better position to succeed)?

Why was it that Martin Luther King was the man who was able to lead the Civil Rights Movement in the 1960's?



After all, there were other great orators and leaders during that time.

Why is it that the Wright Brothers were able to lead the way in the race for manned flight when others were better qualified, better funded and equipped to do so?



- People are attracted to people who believe what they believe.

All the great and inspiring leaders in their fields (MLK, Wright Brothers, Apple) all think, act and communicate in a specific way different than others.

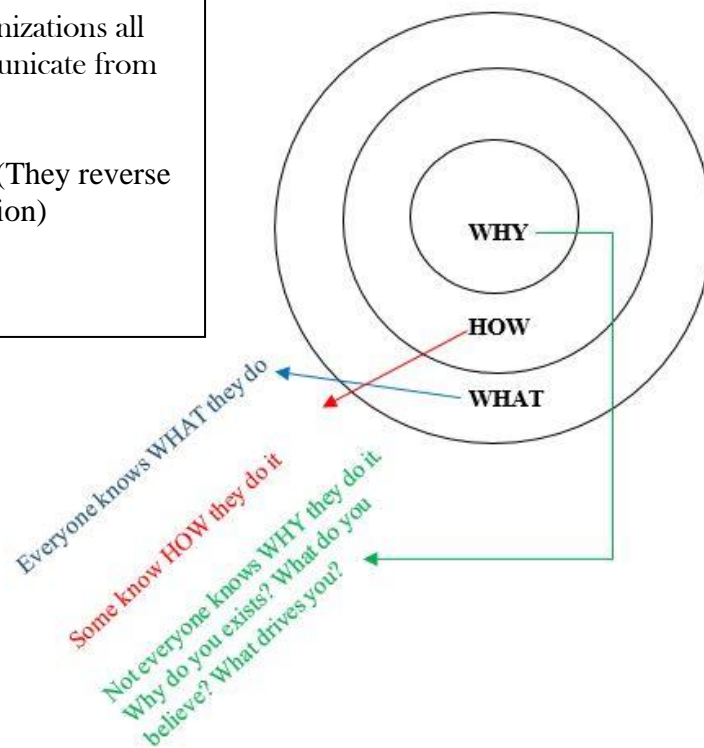
THE GOLDEN CIRCLE

Most people think, act, and communicate from the *outside* in:

What – How – Why

Inspired leaders/organizations all think, act, and communicate from the *inside* out:

Why – How – What (They reverse the order of information)



Example of Apple Computers: They could say “We make great computers, want to buy one?”



Rather they say “*Everything we do, we BELIEVE in challenging the status quo. We BELIEVE in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use, and user friendly. We just happen to make great computers, want to buy one?*”

All they do is reverse the order of information- and people buy from them because it taps into their “why,” an emotional connection.

People don’t buy WHAT you do, they buy WHY you do it.

The goal is not to do business with everyone who needs what you HAVE, your goal should be to do business with people who believe what you BELIEVE.

This is rooted in **Biology** (not psychology):

The human brain is broken into 3 major components (which correspond with the Golden Circle).

Our neocortex corresponds with the “WHAT” level of the circle. It is responsible for all our rational and analytical thought and language.

The middle two sections (“HOW & WHY”) make up our limbic brain: which is responsible for: feelings, (trust and loyalty, etc.), all human behavior, and all decision making. It has no capacity for language.

Communicating from the *outside* in: people understand vast amounts of complicated information like facts and/or features, but communicating from the *inside* out will reach what controls behavior (and thus decision making) and then they can rationalize it with the tangible things we say and do.

This is where “gut decisions” come from.

Example: “It just doesn’t FEEL right.”

So if you don't clearly know WHY you do what you do-how will you ever get people to respond to WHAT it is that you are asking them to do? (buy your product, vote for you, engage in a cause, etc.)

Talk about what you believe and you will attract people who believe what you believe.

Don't hire people who need a job, hire people who believe what you believe. If you hire them for a job, they will work for your money. If you hire people who believe what you believe they will work for you with their blood, sweat and tears.

People often blame their failure on the same 3 things:

1. Underfunded
2. Wrong People
3. Bad Market Conditions

Example: Wright Brothers pursuing manned flight.

Most people have not heard of Samuel Piermont Langley.



He was working to accomplish the first powered manned flight the same time as the Wright Brothers. Langley was well funded from the War Department, had a much larger crew with high levels of expertise and education, and the New York Times and others were following his every move. And on the surface seemed so well positioned for success. (Well funded- had the best minds on his team-market conditions were perfect)

The Wright Brothers, on the other hand, were not well funded, had no college educated leaders on their team, and they were not receiving positive press coverage.

So why did the Wright Brothers succeed?

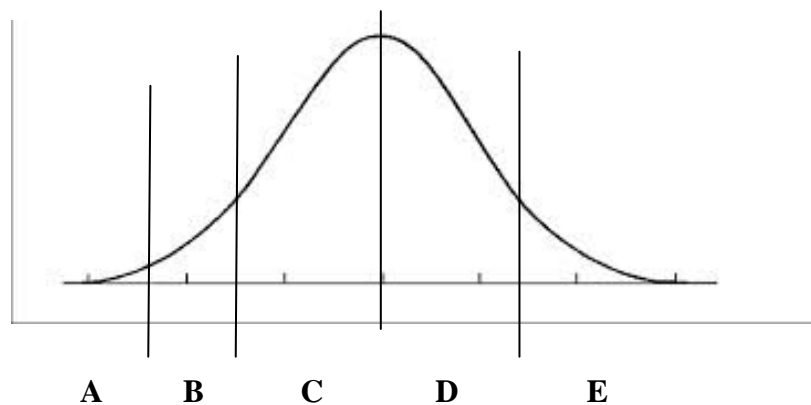
They were consumed with a passion. They were driven by a cause, a purpose, a belief. They believed that if they could succeed they would change the course of the world. Their team worked with them from their passionate pursuit.

Langley was in pursuit of fame and fortune. His team worked for the paycheck.

The day the Wright Brothers succeeded, Langley quit.

The Law of Diffusion of Innovation

The Population:



- A. 2.5%- Innovators**
- B. 13.5%- Early Adopters**
- C. 34%- Early Majority**
- D. 34% Late Majority**
- E. 16% Laggards**

This law tells us that if you want to gain significant market penetration, you must gain at least market share of 15% to 18% and you hit the “tipping point.”

You can get 10% accidentally- but 15% to 18% must be reached.

The Innovators and Early Adopters (@ 18%) are comfortable making that “gut decision” because they believe something.

To reach these people, you must get to their “why.”

This will help you get to the “tipping point.”

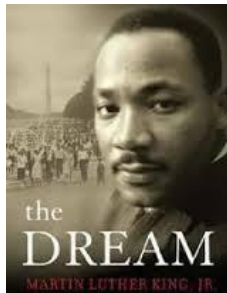
2 Examples (1 a failure- 1 a success)

Failure- Tivo

- focused on their product and what it does
- did not focus on how product would change people’s lives

Success- Martin Luther King

“I have a dream” vs. “I have a plan.”



People didn't follow MKL because of who he was, but rather what he believed.

Leaders vs. those who lead:

-Leaders have position

-those who lead get others to follow them, inspire them, get them to take action.

Those who lead inspire us – we follow those who lead for ourselves, not for them. It is those who start with “why” that have the ability to inspire those around them.

Discussion Questions For Your Company/Organization:

What most impacted you from this video? What did you learn for the first time, or what did you re-learn that is important to you?

So, after watching this video, WHY does your company / organization exist? What greater cause is compelling you to do what you do?

Why do your customers buy from you? What is the “emotional hook” that compels them to do business with you? Truly?

Why do your employees work for you? What differentiates you from any other place they could work?

What are your thoughts as to how you can apply what you learned? What can / will be different? How will this change things for you and / or your company/organization?

Points To Ponder:

- If you don't know **WHY** you do what you do, and people respond to why you do what you do- how will you ever get someone to be a part of what you do? (Let alone be loyal as an employee, customer or follower.)
- What you DO simply serves as the proof of what you BELIEVE.
- What is the cause that you believe that will compel others to act? Don't be in pursuit of the result (i.e. riches), be motivated by your core values and beliefs.
- Is there any great cause or passion that you have? Does anything cause you to “pound the table” and say “this has to change?” (battling hunger, child abuse, cancer, etc.)
- Are you a “leader” or someone who leads?
- Do you know anyone who has clearly identified a cause, their “WHY” and who are pursuing it passionately? Are people following them? What does that look like?
- What would it look like for you to live out your WHY?