

Ninja Webinar

“Start With Why”

From the Book by Simon Sinek

1. The Golden Circle:

- All companies and people know _____.
- Some companies and people know _____.
- Very few companies and people know _____.
- Inspired organizations act _____.
- Inspired people act _____.

2. Examples of inspired organizations and inspired people:

- These organizations and companies cause you to have a _____.

- People don't _____,
they_____.
- Or, put another way, "regardless of your product or service, people are drawn to you (or not) because of how you make them feel." (from *Go-Givers Sell More*)

3. Here's Why (How the brain works):

4. Authenticity:

- When a "Why" is not clear, a person or company must to rely on _____.

5. Where do “Whys” come from?

6. The Group’s Golden Circles:

7. How to find your own “Why”

Visit www.startwithwhy.com to learn more