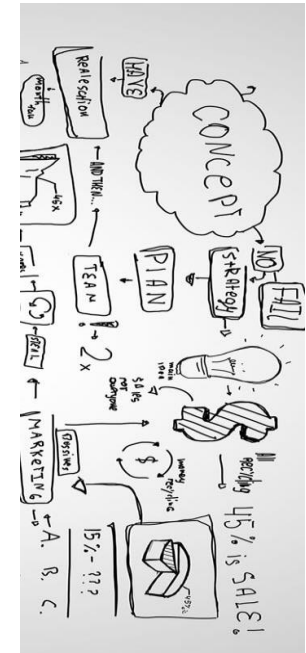
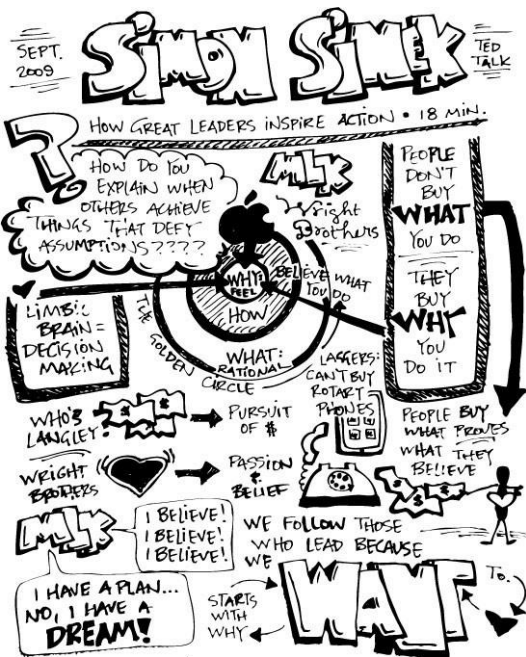


The diagram illustrates a marketing process flowchart. At the top, a cloud labeled 'CONCEPT' leads to a box labeled 'STRATEGY'. From 'STRATEGY', an arrow points down to 'PLAN', which then points to 'TEAM'. From 'TEAM', an arrow points down to 'MARKETING'. A feedback loop arrow points from 'MARKETING' back up to 'CONCEPT', labeled 'A. B. C.'. A side path from 'TEAM' leads to 'MARKETING' via an arrow labeled '15% - 17%'. A 'BUDGET' box is connected to 'MARKETING' and 'CONCEPT'. A 'LIGHT BULB' icon is labeled 'idea' and '50 lbs per company', with a note 'every day 45% is SALED!'. A 'MARKETING' box contains a '3D' cube icon.



# AGENDA



Introduction



Summary



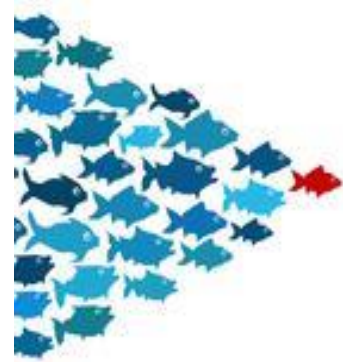
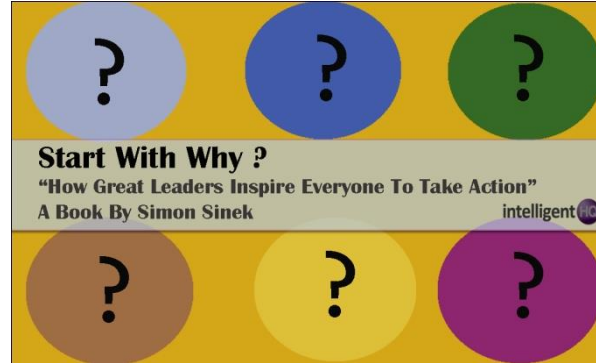
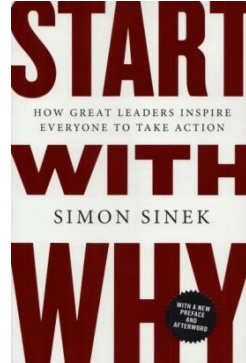
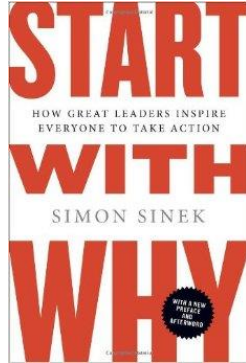
Evaluation



Conclusion



# INTRODUCTION



## START WITH WHY – HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

Written in 2009, Start With Why “delves into what is described as a naturally occurring pattern, grounded in the biology of human decision-making, that explains why we are inspired by some people, leaders, messages and organizations over others.”



14,228,854



### SIMON SINEK

An ethnographer by training, Sinek is an adjunct of the RAND Corporation. He writes and comments regularly for major publications and teaches graduate-level strategic communications at Columbia University.

*Martin Luther King(Jr.) gave the ‘I have a dream’ speech, not the ‘I have a plan’ speech – Simon Sinek*



# INTRODUCTION

Analysis of the structure and contents of the book indicates that the author has applied the approach outlined in the book, in the structure of the book itself. This reinforces learning and develops structure for future analysis

## Why do we Need the WHY

Life of customers in a world devoid of WHY?

- Assumptions and incomplete data feed decisions
- Manipulated by organizations and leaders
- Short-term outlook and solutions

History

Corporate success

## How do we imbibe the WHY

HOW can we incorporate the WHY into our lives?

- Incorporate the 'Golden Circle' in decisions and actions
- Understand the biology of decisions
- Balance the Circle

Corporate failures

Leaders

## What will WHY help us achieve

WHAT will we achieve by incorporating the WHY?

- Authenticity, Trust and Charisma
- Increase the value proposition
- Cross the Tipping Point
- Create conditions for sustained success and loyalty

Personal examples

*two ways to influence human behaviour: you can manipulate it or you can inspire it.- Simon Sinek*



# AGENDA



Introduction



Summary



Evaluation

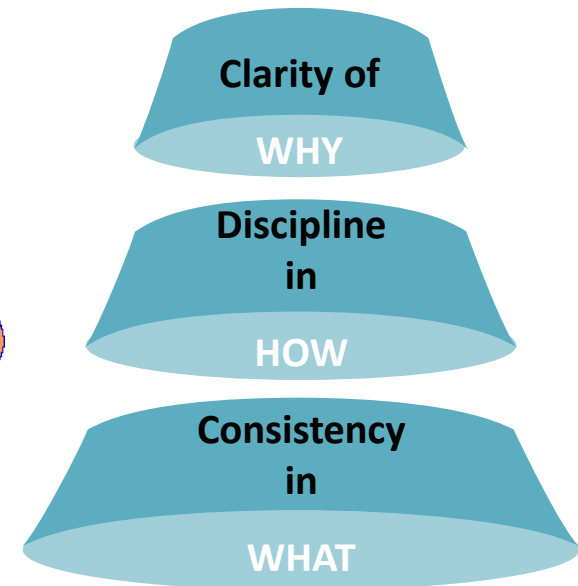
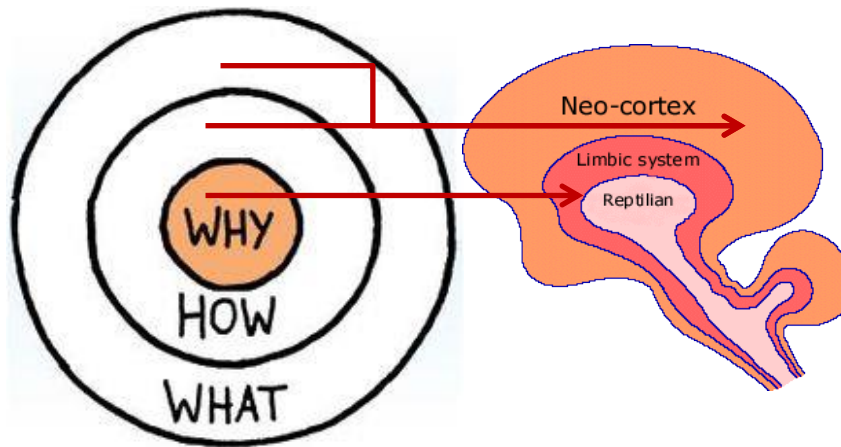
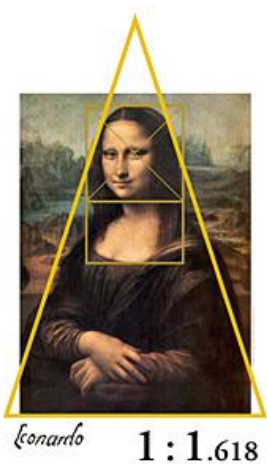


Conclusion



# SUMMARY

Inspired by the Golden Ratio, Simon Sinek proposes the Golden Circle, a set of three concentric circles, with each representing a question. The concept is rooted in biology and the structure of the brain. The author suggests that a balance must be achieved between the WHY, HOW, and WHAT.



*Golden Circle finds order and predictability in human behavior. It helps us identify why we do what we do - Simon Sinek*



# SUMMARY

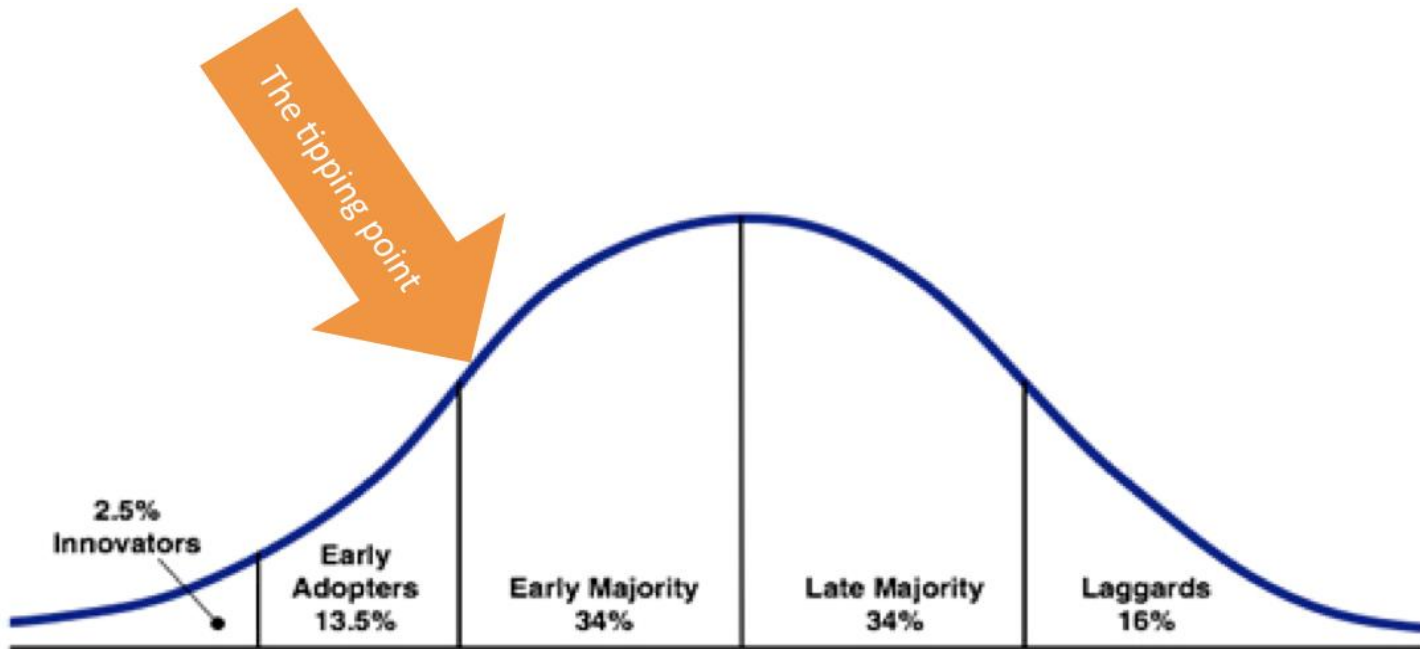
- Leaders must personify the WHY for their employees and organizations
- Employees and Managers must be able to articulate the WHY and remember it always. They must then act on the WHY in a disciplined manner to achieve results (WHAT), consistently
- Organizations, in turn must communicate the WHY to the customers to inspire loyalty and trust





# SUMMARY

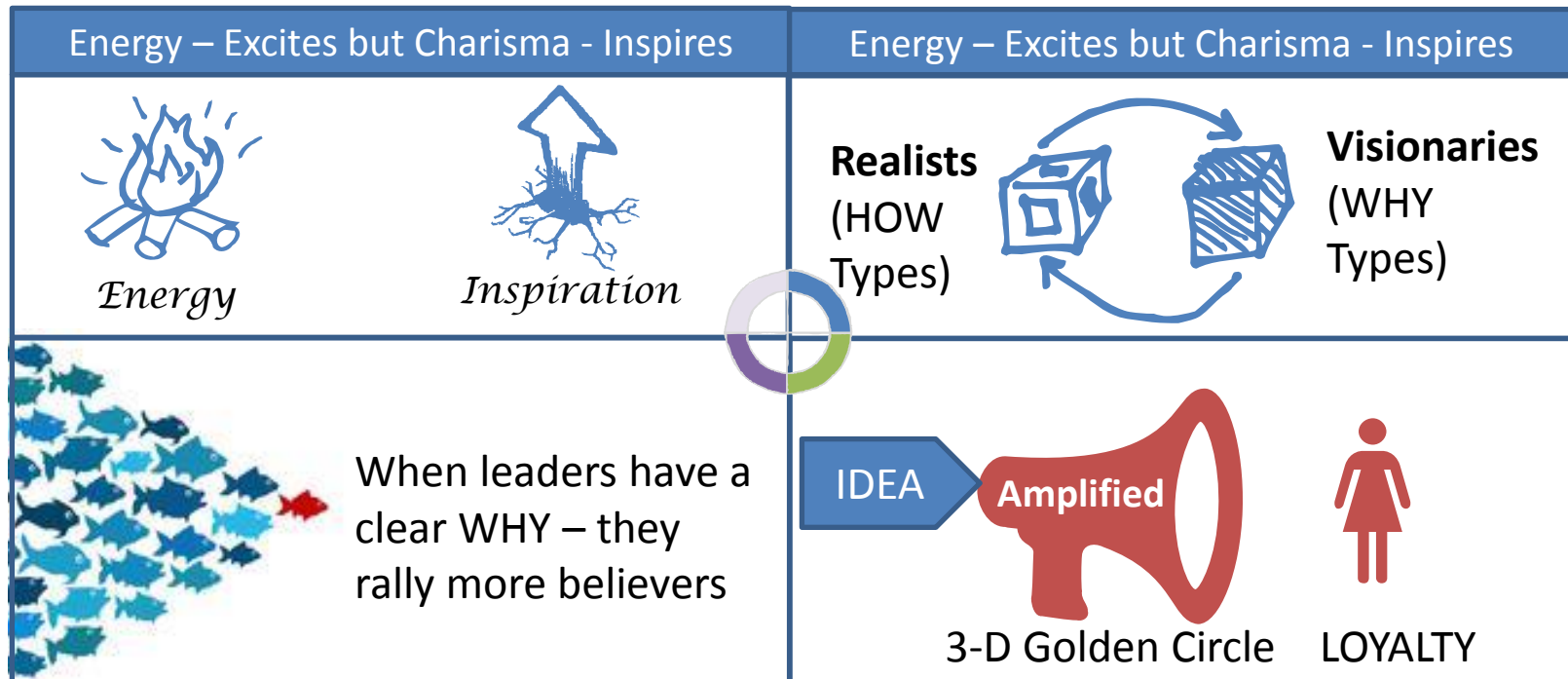
- **Target the Innovators and Early Adopters with the WHY**
  - Their testimonials create trust amongst the Majority
  - Laggards follow
- **Never:**
  - Target the Majority initially: WHAT trap





# SUMMARY

- Our career paths are the articulation of our WHYs
- Leaders must personify the WHY. When they have the Clarity of WHY they rally more believers
- Without the Realists the Visionaries are of no use



# WHAT v/s WHY

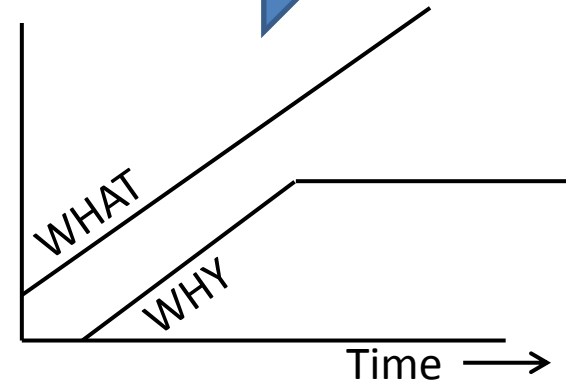


*ACHIEVEMENT*

WHAT

WHY

*SUCCESS*

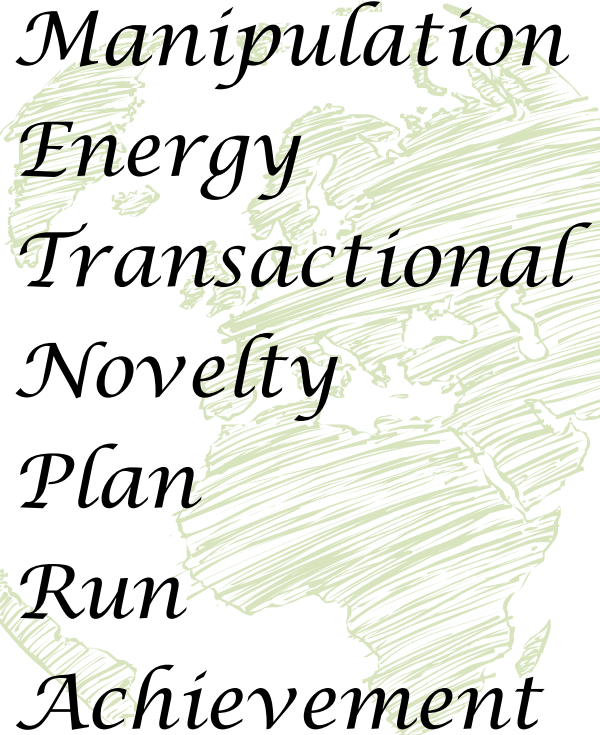


If everybody starts with WHY, a new competition emerges- a competition with oneself.



# SUMMARY

## A WORLD WITHOUT WHY



*Manipulation*  
*Energy*  
*Transactional*  
*Novelty*  
*Plan*  
*Run*  
*Achievement*

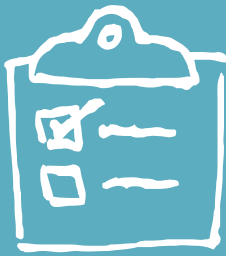
## A WORLD WITH WHY



*Inspiration*  
*Charisma*  
*Loyalty and Trust*  
*Innovation*  
*Dream*  
*Lead*  
*Success*



# AGENDA



Introduction



Summary



Evaluation



Conclusion



# EVALUATION

- The book does not intend to overwhelm the reader with information and theoretical constructs. It proposes a comprehensible theory and then applies it across leadership. Simon impresses with his ability to condense and yet simplify.



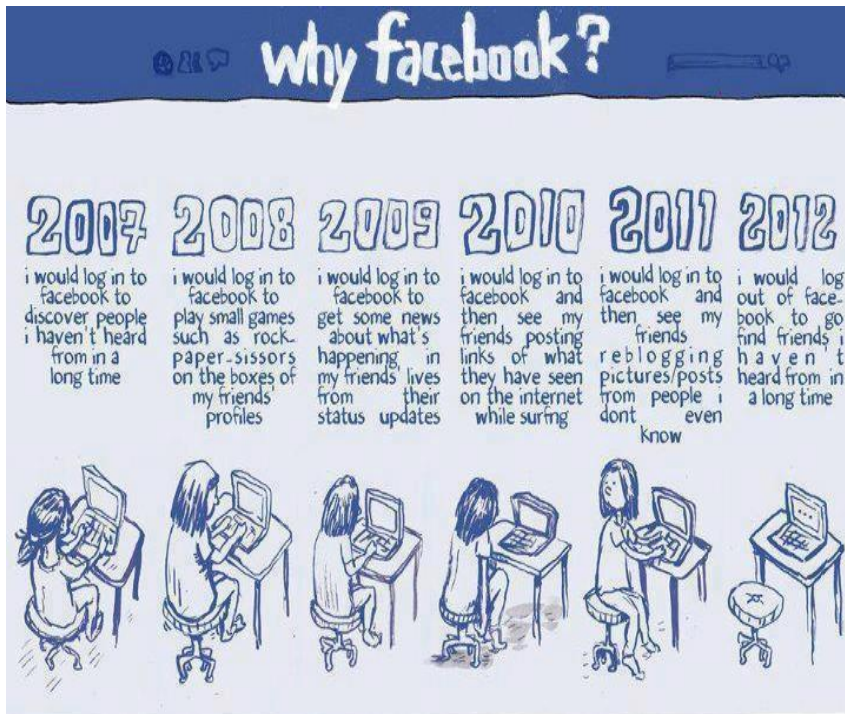
- Subtle method to bring about a change in the approach and thought-process
- Pleasant and a thought-provoking read
- Appeals to a wide variety of audience without being long or too broad to fathom
- Cajoles you to dream and then plan



- Left wanting for more 'global' examples and stories rather than USA-specific examples
- Fails to appreciate the varied culture across the globe that may have an impact on the way the WHY is asked
- Fixated on the 'Corporate'



# EVALUATION



*Why Facebook?*

*Why Civil Services?*

A word cloud illustrating the values and goals associated with Civil Services. The central and largest word is "Civil Service". Other prominent words include "Wherever", "thorough", "encourage", "consistent", "integrated", "disclose", "accurate", "agency", "times", "appropriate", "fair", "participation", "representative", "civil", "organisation", "servant", "honest", "gain", "position", "insight", "cordial", "responsive", "share", "where", "Remember", "align", "transparent", "online", "department", "criticism", "credible", "deliberation", "offline", "constructive", "ambassador", and "thorough".



# EVALUATION



*The Nirbhaya Case*

स्वच्छ भारत अभियान  
**SWACHH BHARAT ABHIYAN**  
2 October 2014

भारत के माननीय प्रधानमंत्री द्वारा की गई एक पहल • An initiative by the Hon'ble Prime Minister of India

जागरूकता कार्यक्रम • AWARENESS PROGRAMME  
26 September - 30 October 2014

 राष्ट्रीय पुस्तक न्यास, भारत  
मानव संसाधन विकास मंत्रालय, भारत सरकार  
**NATIONAL BOOK TRUST, INDIA**  
Ministry of Human Resource Development, Government of India

*Swachh Bharat Abhiyan*



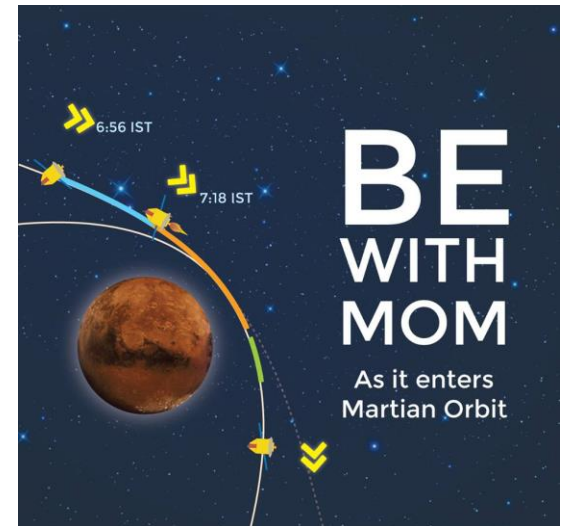


# EVALUATION



*Why Make in India?*

*Why the Mars Orbiter?*



# AGENDA



Introduction



Summary



Evaluation



Conclusion



# CONCLUSION

- The book does not preach. It lays the structure on the table and tantalizes you to take a stab at applying it across situations and stories, and in the end in your life. Here lies the beauty of the book.
- It is food for thought.



*Students*



*Employees*



*Managers*



*Open to Ideas?*



*Bureaucracy*



# Take Aways

- Go Beyond the HOW and WHAT, to start with WHY – Decisions, Actions, Communications
- Remember the 3Ps: Purpose, Proof and Process
- Compete with Oneself; not with others



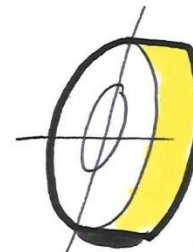
# #1

WHY do YOU do  
WHAT YOU do?

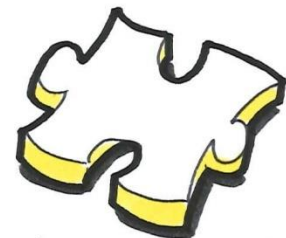
— PURPOSE —



DREAMS



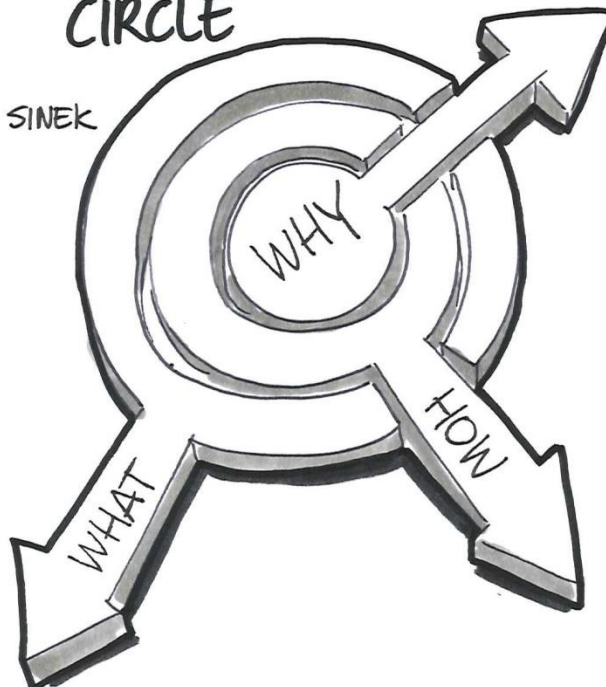
GOALS



ADDED VALUE

## THE GOLDEN CIRCLE

BY  
SIMON SINEK

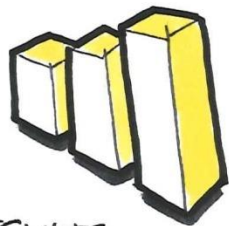


# #3

WHAT do YOU do?

— PROOF —

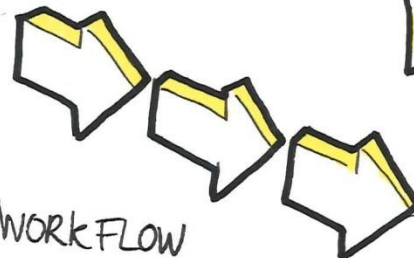
PRODUCTS



RESULTS



SERVICES



WORKFLOW

# #2

HOW do YOU do THAT?

— PROCESS —



USP



KEY VALUE