

Start With Why by Simon Sinek

- 💡 I inspire people to act; creating a following of people who do so not because they were swayed
- 💡 I guard against acting on unconfirmed assumptions and perceived truths (what I THINK I know)
- 💡 I engineer the outcomes that I want from the beginning; I design for success
- 💡 I recognize that fear cannot be easily overcome with only facts and figures
- 💡 I make the investment (time & money) to do the right things in the right way the first time; rather than having to reinvest to do them again
- 💡 I look for long-term value from true reinvention over the addition of novelty features
- 💡 I hone my leadership by inspiring long-term commitment (loyalty) from others vs. transactional compliance
- 💡 I can achieve more if I ask why (purpose, cause, belief) first
- 💡 What I do each day is tangible and rational proof of my purpose
- 💡 People don't buy WHAT I do, they buy WHY I do it (which inspires loyalty)
- 💡 I challenge the status quo and offer simpler alternatives
- 💡 I know WHY, so I don't worry about differentiating myself or convincing anyone of anything
- 💡 WHY did I start doing WHAT I'm doing in the first place; and WHAT can I do to bring my purpose to life?
- 💡 I know that our need to belong is innate - and that we trust those with whom we are able to perceive common values or beliefs
- 💡 I communicate what I believe; make others feel like they belong, are special and safe
- 💡 I help people make decisions at their gut level by appealing to their hearts/guts before their minds
- 💡 I inspire loyalty in others by starting with the clarity of my WHY, then adding my HOW (values & principles, systems & processes), then aligning everything that I say and do (authenticity)
- 💡 I articulate my values as verbs - designating how I act (carry myself, relate to others, make decisions) in any given situation
- 💡 I practice authenticity and generate passion by aligning what I say and do with my beliefs
- 💡 I focus on finding and connecting with those who believe what I believe (my WHY); and let inspiration, trust and loyalty emerge
- 💡 I build trust and work with others through shared values and beliefs
- 💡 I focus on attitude, shared beliefs and cultural fit over skills
- 💡 I look for motivated people to inspire - through purpose and challenge
- 💡 I create environments where innovative ideas can happen - helping to overcome challenges
- 💡 I build trust by supporting my team members and inspiring them to put in the extra effort that benefits the whole team
- 💡 I lead as an expression of my purpose - to enable others to find their own purpose, passion and pride
- 💡 I hold my teams accountable to our values and guiding principles - which stem from our WHY
- 💡 I am crystal clear about my purpose - showing how what I do each day is aligned with my cause
- 💡 I leverage this business as the ideal platform for expressing my purpose of enabling others
- 💡 I have absolute conviction about what I am here to do and that I will be successful in impacting others' lives
- 💡 I look actively for new ways (and alternative routes) to bring my purpose to life in all that I do - drawing others in along the way
- 💡 Through my clarity and charisma, I attract innovators and early adopters who expect to help me realize my vision
- 💡 It takes time and effort to ensure that everything I say and do is consistent with my WHY
- 💡 I know that success is a team sport; so I develop my ability to attract others who believe what I believe
- 💡 What I do can change with the times, but WHY I do it never does
- 💡 I look for people who know HOW to build what I believe
- 💡 I leverage symbols to make my clarified WHY tangible
- 💡 I filter my decisions through my WHY; and teach my teams to do the same
- 💡 I make it easy for those who believe what I believe to find me by ensuring that WHAT I do proves what I believe
- 💡 I combine passion with structure for the most meaningful outcomes
- 💡 As the measurement of my WHAT grows, the clarity of my WHY stays closely aligned in my culture
- 💡 I find new ways to measure and improve on my WHY (purpose, cause) and add value (feeling or perception) to others
- 💡 I establish and maintain continuity of vision
- 💡 Finding my WHY is a process of discovery, not invention
- 💡 I start everything I do with WHY - and leverage what I already know and have to progress
- 💡 I compete against myself and become better every day
- 💡 My goal is to find others who believe what I believe and work together so that we can all succeed
- 💡 I constantly envision a (better) world that does not yet exist - and communicate that vision clearly
- 💡 My vision is the world that I imagine, the tangible results of what the world would look like if I spent every day in pursuit of my WHY