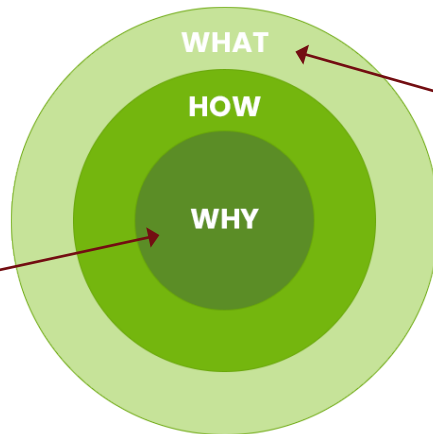


WHAT IS YOUR WHY?

Simon Sinek "Start With Why" – The Golden Circle



WHY is typically the fuzziest for most people and therefore not often articulated.

Most people, and companies, move from the outside in – starting with **WHAT**, which is typically the clearest concept.

EXAMPLE

WHY: This is your purpose, cause, or belief. It must be crystal clear.

HOW: This represents your values and guiding principles that bring your cause to life; the actions you take. They are articulated as verbs.

WHAT: The results of your actions and must be consistently displayed.

WHY: I believe everyone is destined, and entitled to do great things with their talents and capabilities and I want to help them get there.

HOW: I do this through holding authentic and valuable conversations and using processes and tools that form the foundation for crafting unique value descriptions.

WHAT: This results in my client's having the ability to develop, articulate, and execute a direction and path for managing their unique career transitions.

Why:

How:

What:
