

Find Your Why

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**Fulfillment is a right and not a privilege.
Fulfillment is not a lottery**

Your responsibility as a leader is to ensure that people who work with you feel part of something bigger.

Regardless of our rank, we can take responsibility for at least one person in the eco system and make that person's life better

Your vision is only actionable if you say it aloud. If you keep it to yourself, it will be a figment of your imagination

The difference between happiness and fulfillment is the difference between liking something and loving something

Every organization and every person's career operates at three levels – what we do, how we do and why we do it?

**Leading with why has a deeper emotional
and ultimately more influential value**

The opportunity is not to discover the perfect company for ourselves. The opportunity is to build the perfect company for each other.

**Leaders are the ones who have the courage
to go first and open a path for others to
follow**

Your why statement should be simple and actionable, focused on the effect you will have on the others and expressed in affirmative language that resonates with you.

**You should develop your why statement
with someone you feel comfortable with to
share personal information and feelings**

Active listening is hearing more than the words that are said, and the emotions, feelings behind those words.

Great questions in this process are open ended questions, they do not start with why and questions that get silence from the respondent.

Our struggles are the short term steps we must take on our way to long-term success.

**Who in your life has helped you the most
and have you asked on any day – maybe I
should have done this for free?**

A team is not a group of people who work together, a team is a group of people who trust each other.

If a movement is to have an impact. Then it must belong to those who join it and not lead it.

In every story you tell, ask, what is the specific contribution the organization has made to lives of others.

What did the contribution of your organization allow others to do or others to be?

The ability of a group of people to do remarkable things hinges on how well those people can pull together.

How you do something has to be about your strengths

**The greatest contribution of a leader is to
make other leaders**

Take a stand – do the things you say you believe in

If every member of a team doesn't grow together, they will grow apart

Why's for individuals – quick guide

- A family cannot be a why
- You cannot have more than one why
- Your why will not change with age
- You cannot not have a why
- A why by definition is positive and generative
- A combination of your why and your how makes it different from the others
- You work and why can be aligned

Why's for organizations – quick guide

- Prestigious or interesting industries do not have better whys
- The product must fit the why by and large.
- A why cannot be to make money
- The why concept has nothing to do with the reality of the business
- An organization has one why, irrespective of number of divisions and brands
- You cannot adjust a why to suit your customers.