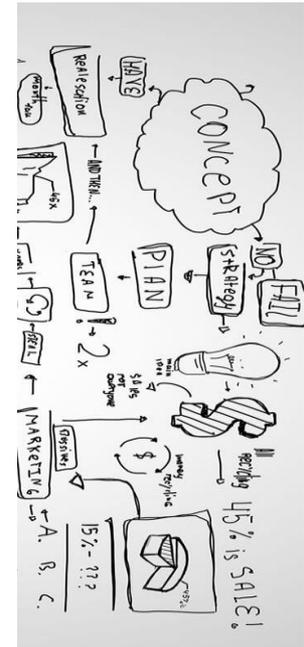
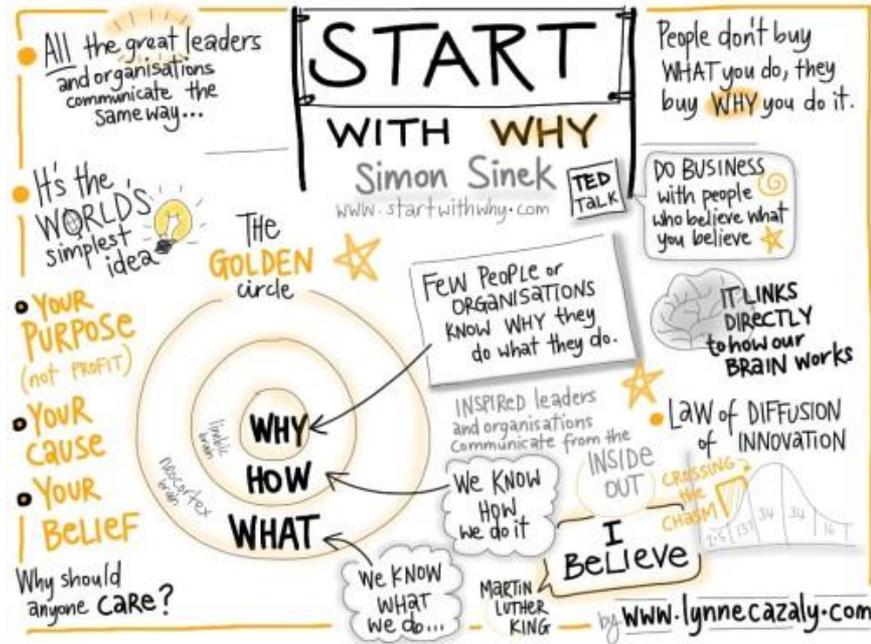
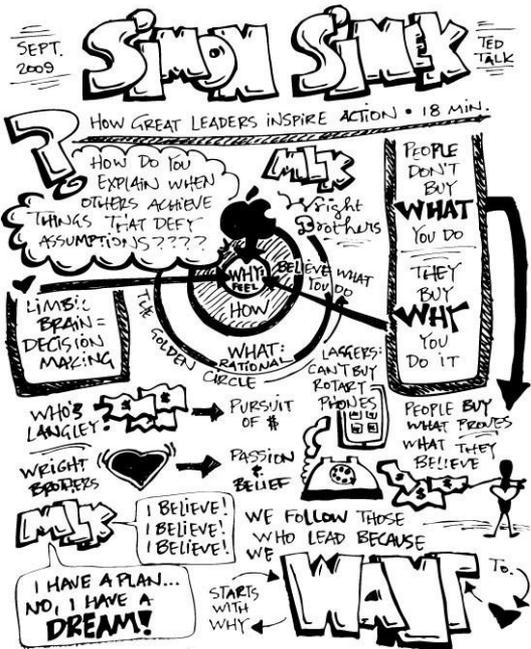
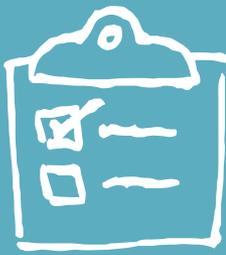


START WITH WHY

How Great Leaders Inspire Everyone To Take Action
(Group 8)



AGENDA



Introduction



Summary



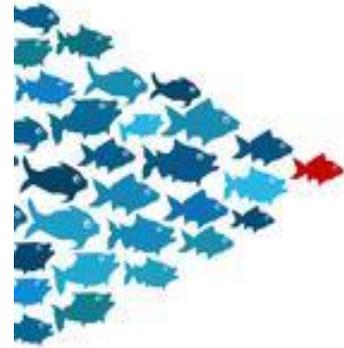
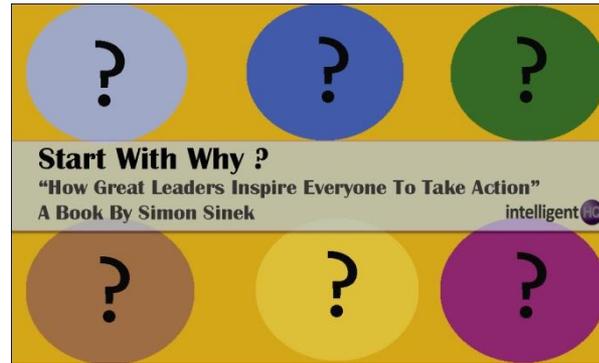
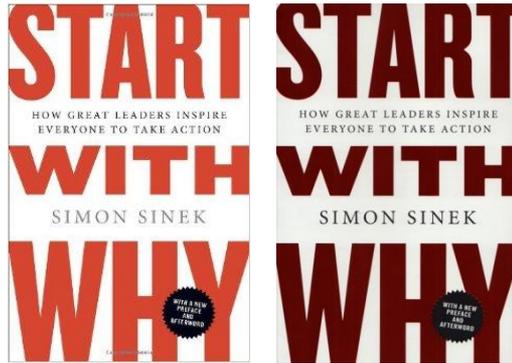
Evaluation



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?

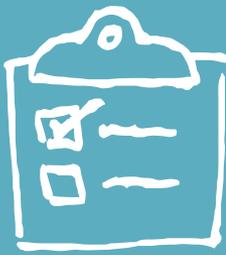
- Authenticity, Trust and Charisma
- Increase the value proposition
- Cross the Tipping Point
- Create conditions for sustained success and loyalty

Personal examples

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



AGENDA



Introduction



Summary



Evaluation

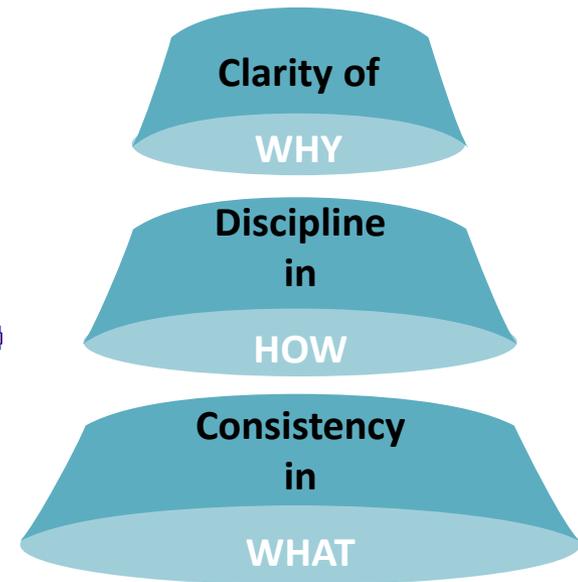
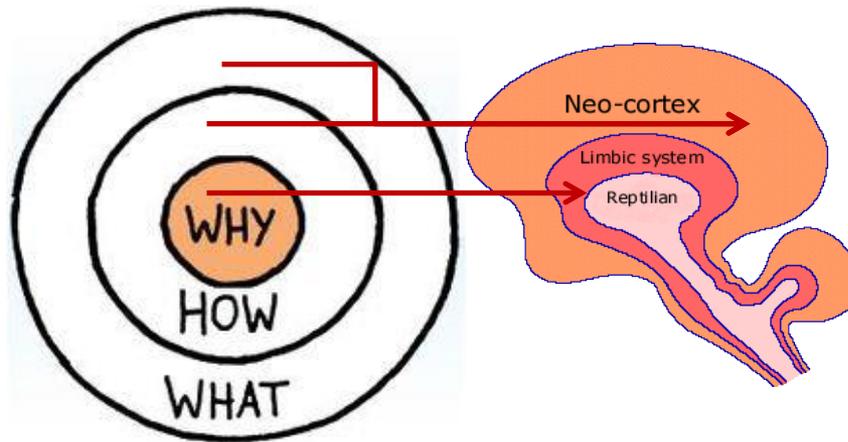
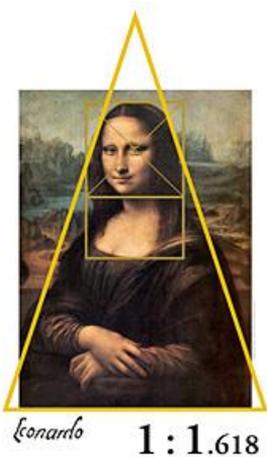


Conclusion



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

- 
- **Hire the People with whom the WHY matches**
 - **Never hire people by manipulation**

Communicate and Personify the WHY, leading to:

- Loyalty
- Value to the Job
- Team Spirit
- Camaraderie
- Trust

Communicate the WHY to the customers

If the WHY matches you gain:

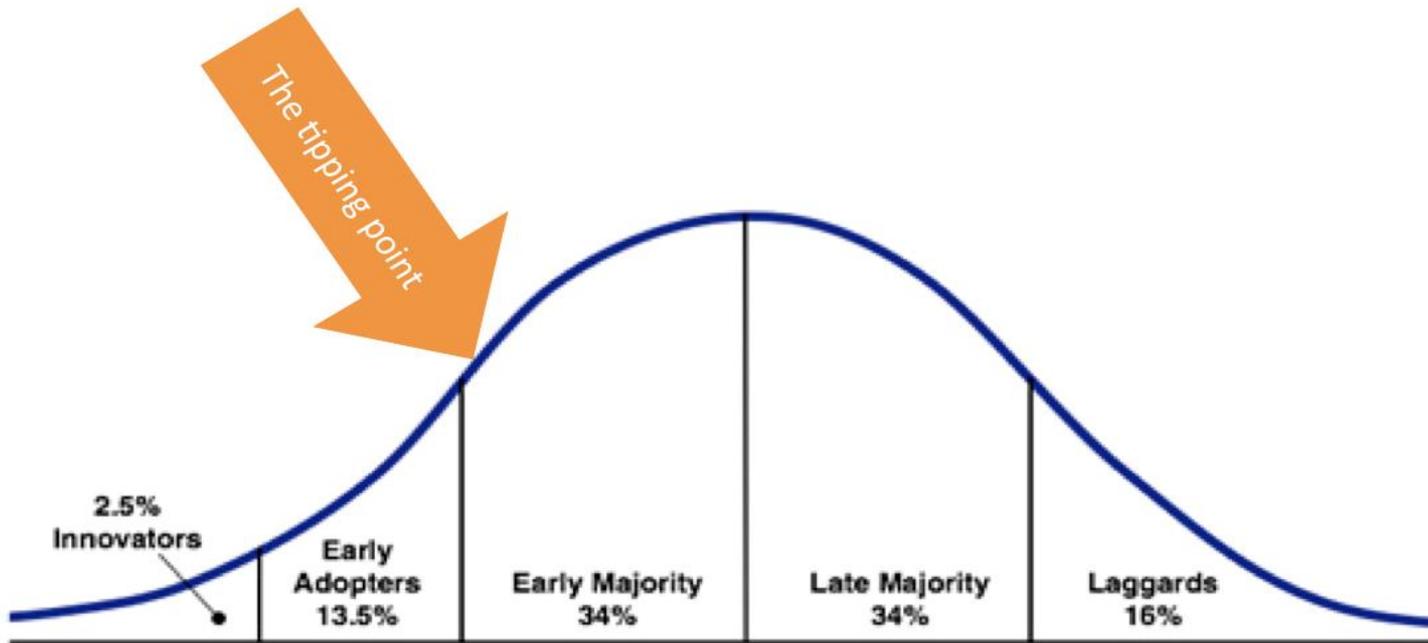
- Sustainable loyalty
- Sales
- Profits

Focus on HOW and WHAT to make sure you do what you say and think



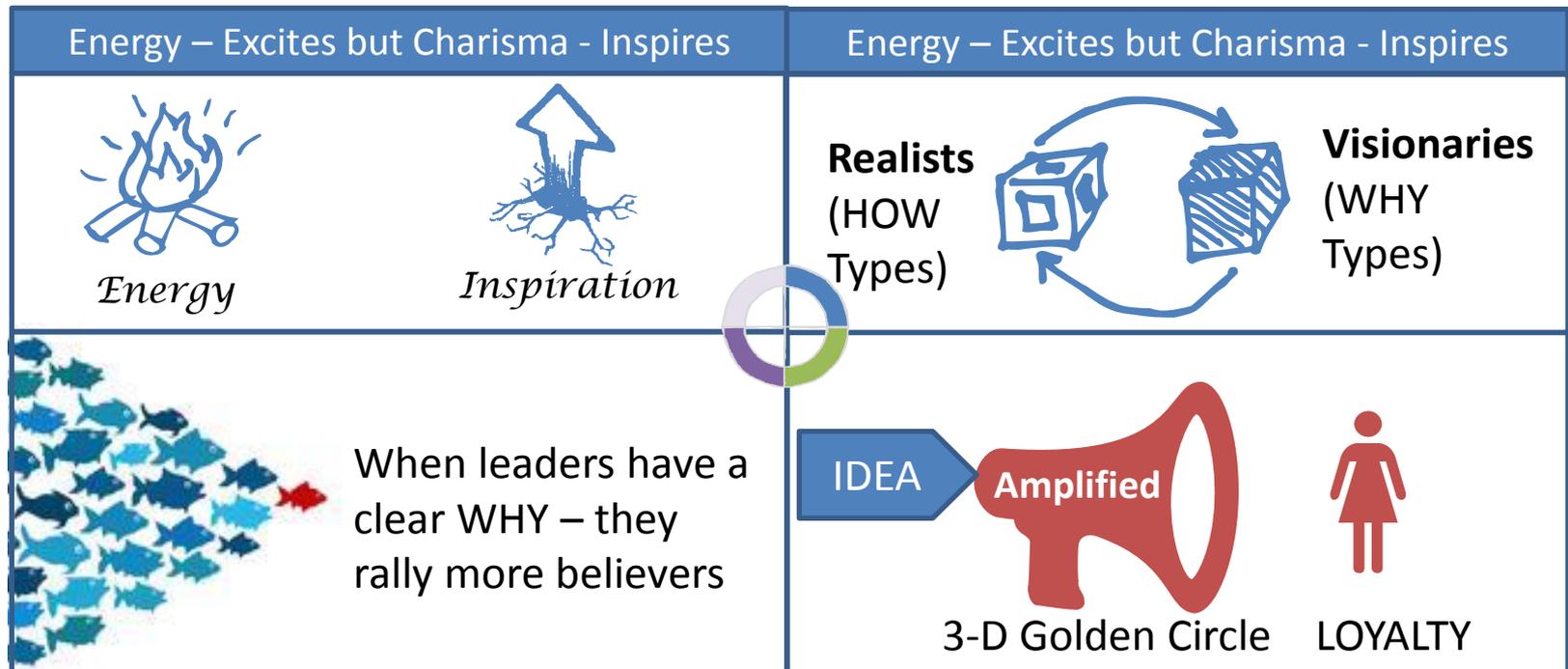
SUMMARY

- **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

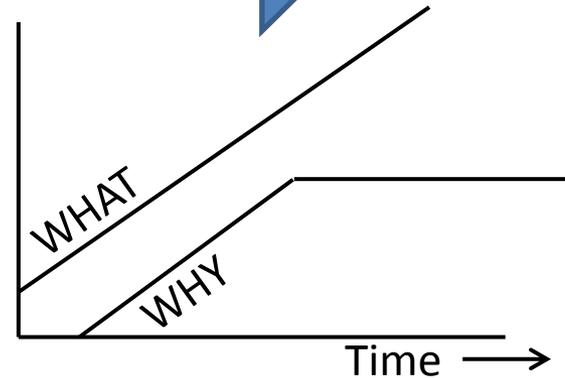


ACHIEVEMENT

WHAT

WHY

SUCCESS



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



SUMMARY

A WORLD WITHOUT WHY

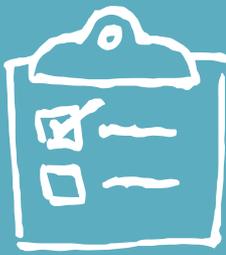
Manipulation
Energy
Transactional
Novelty
Plan
Run
Achievement

A WORLD WITH WHY

Inspiration
Charisma
Loyalty and Trust
Innovation
Dream
Lead
Success



AGENDA



Introduction



Summary



Evaluation

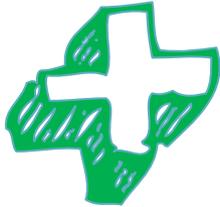


Conclusion



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



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

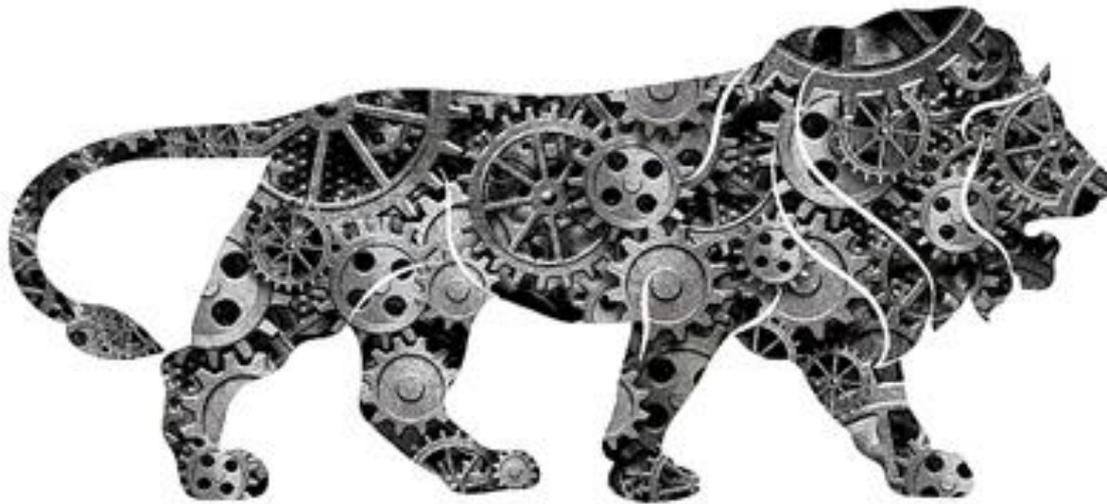
जागरूकता कार्यक्रम • AWARENESS PROGRAMME
26 September - 30 October 2014

 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

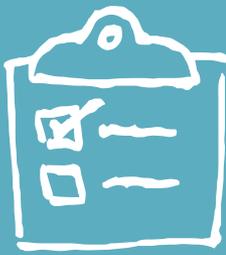


Why Make in India?

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

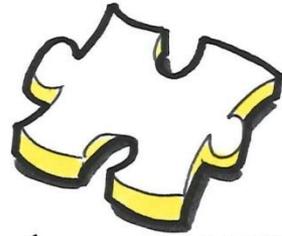
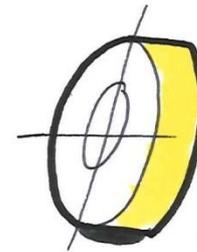
- Go Beyond the HOW and WHAT, to start with WHY – Decisions, Actions, Communications
- Remember the 3Ps: Purpose, Proof and Process
- Compete with Oneself; not with others



#1

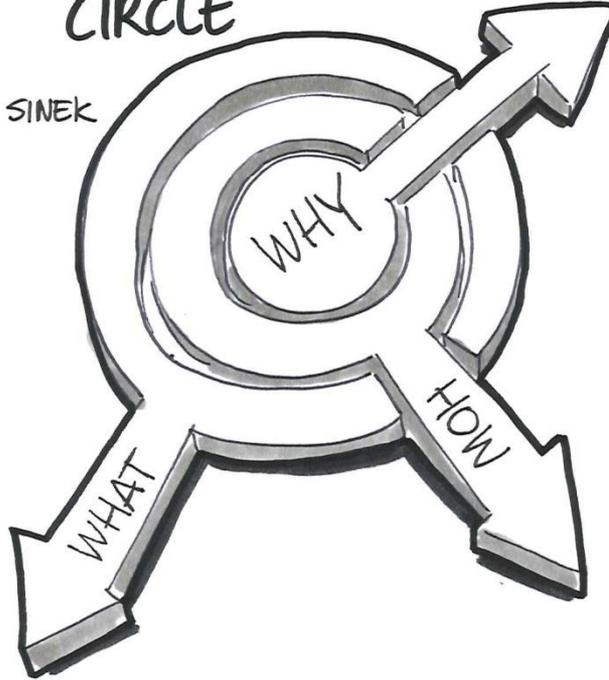
WHY DO YOU DO
WHAT YOU DO?

— PURPOSE —



THE GOLDEN CIRCLE

BY
SIMON SINEK



#2

HOW DO YOU DO THAT?

— PROCESS —



USP



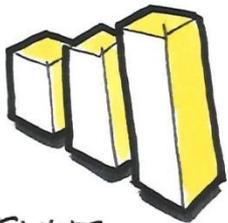
KEY VALUE

#3

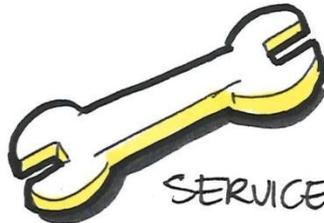
WHAT DO YOU DO?

— PROOF —

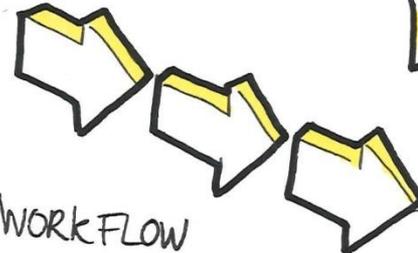
PRODUCTS



RESULTS



SERVICES



WORKFLOW