

Simon Sinek Bio: is leading a movement to inspire people to do what inspires them. Simon is an adjunct staff member of the RAND Corporation and teaches graduate level communications at Columbia University.

Authors Purpose: This book was written for anyone who wants to inspire others, and anyone who wants to find someone to inspire them

Quotes:

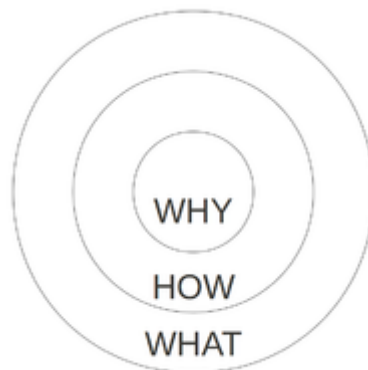
“The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe.”

- Simon Sinek, Start with Why

Mission for Mom’s Organic Market..... To Protect and Restore the Environment

“*We believe* that the destruction of our environment and climate change are the biggest problems facing humankind today. *We believe* that through leading by example we can have the biggest impact to protect and restore the environment. By instituting best practices to reduce our impact on the environment, and by educating staff and customers, we are influencing customers, employees, and many other businesses.”

The Golden Circle



The 'golden circle' from Simon Sinek



What: Every single company and organization regardless of size knows WHAT they do. Everyone can describe the services or products they sell or the job function they have within the company.

How: Some companies and people know HOW they do WHAT they do. Whether you call them a “differentiating value proposition”, “proprietary process” or “unique selling proposition.”

Why: Very few people or companies can clearly articulate WHY they do WHAT they do. When we say WHY, we don’t mean make money....that is a result. By WHY, we mean your purpose for existing as a company, defining your belief. And WHY should anyone care? WHY in its essence is what you believe.

“People don’t buy what you do, but why you do it.”

Marketing message for Apple:

Typical statement starting with WHAT and HOW:

We make great computers
They’re beautifully designed, simple to use and user-friendly.
Wanna buy one?

Statement starting with WHY, then WHAT and HOW:

Everything we do, we believe in challenging the status quo. We believe in thinking differently.
The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.
And we happen to make great computers.
Wanna buy one?

MacIntosh challenged the status quo and empowered the individual.

The iPod challenged the music industry and put a “thousand songs in your pocket.”

The iPhone challenged cell phone makers and created the next generation of smart phones focusing on the users experience, not the manufacturer.

Are Apple’s products that much superior to their competition? While quality matters of course, their buyers believe in challenging the status quo and what Apple represents.

It bears repeating: people don’t do buy WHAT you do, but buy WHY you do it.

This is Not an Opinion, this is Biology

Human beings all have a basic need to belong. Think about family, loyalty to sport teams, schools, political parties and country, etc.. We want to be around people who share our values and beliefs.



Why is this so? The neo cortex part of our brain is responsible for rational and analytical thought and *language*. Thus helping us determine the “WHAT” in our lives and business.

The limbic brain is responsible for all our feelings, such as trust and loyalty. It is also responsible for all human behavior and all our decision-making, *but it has no capacity for language*.

When we communicate from the outside in, when we communicate WHAT we do first, yes, people can understand vast amounts of information, like facts and features, but it does not drive behavior. But when we communicate from the inside out, we’re talking directly to the part of the brain that controls decision making, and our language part of the brain allows us to rationalize those decisions.

What words would you use to describe WHY you love your spouse or partner? Your alma mater? Ain’t easy is it?

Companies that fail to communicate a sense of WHY force us to make decisions with only empirical evidence. This is why those decisions take more time, feel difficult or leave us uncertain. Under these conditions manipulative strategies that exploit our desires, fears, doubts or fantasies work very well. We do this in the great majority of cases because companies don’t tell us WHY. As an example think about buying a flat screen TV.

The Cone

Is a simple leadership model where the WHY is a belief, inspired by leader and team. Then HOW brings WHY to life by creating an execution plan to make WHY a reality. WHATs are the results of the actions created in an execution plan.

HOW types don’t need WHY-types to do well. But WHY-types, for all their vision and imagination, must have a HOW type to be successful, otherwise they just have a dream.

WHY....Leader with Vision and Purpose
HOW....Management Team & Strategic Plan
WHAT...Execution & Results

In small and midsize companies the WHY and HOW are often decided and communicated by the owner, until they can find a trusted HOW person, it better be soon. The challenge occurs when the company gets larger and the WHY gets diminished in value due to the emphasis on process. The leader gets further away from customers and has to have the discipline of message for the employees to demonstrate the WHY to the outside world.

The Celery Test

The Celery Test is if you stand for everything, you stand for nothing.

It is not just WHAT or HOW you do things that matters; what matters more is that WHAT and HOW you do



things that are consistent with your WHY.

If you go to the food market to buy groceries, what do you buy? Your friends separately advise you to try the new Oreo cookies, another M&Ms, another Rice Milk and lastly another suggests that Celery is in season, please try it. All these people gave great advice and you respect them all, so what do you buy?

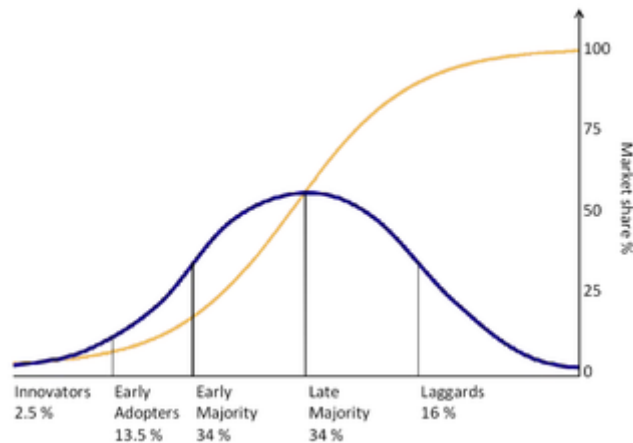
If you know WHY you went to the store beforehand the decision gets clearer. If your WHY is to get healthier, then you buy the rice milk and celery, because those products make sense and are consistent with your purpose. Are you employing the best practices of your competition or are staying disciplined to your WHY?

It is important to understand that in the real world being pure to your WHY can be challenging. This is not about perfection, but being conscious of your decisions that are not consistent with your WHY. Stuff happens! However the more consistent...Celery....you use, the more trust you earn.

Volkswagen and Phaeton
United Airlines and Ted.

Law of Diffusion and Tipping Points

How do products or services reach the mass market? According to the Law of Diffusion, mass-market success can only be achieved after you penetrate between 15% and 18% of the market. That's because the "early majority" won't try something new until someone else has tried it first.



The majority of businesses target the "early majority" by reducing prices and offering value-added services. We've attempted to reduce the risk tolerance of these practical minded people until they feel comfortable to buy. That's what manipulation is. They may buy it, but they won't be loyal.

The key is to focus on the early adopters; the majority will come along eventually. This group wants to believe in and be part of something. They want to believe what you believe in.



BizBookBriefs

SUMMARY & DIALOGUE IN 60

Martin Luther King, Harley Davidson and Bruce Springsteen made it.
TiVo didn't!