

## Start with Why by Simon Sinek (A1 Level)



In his book *Start with Why*, Simon Sinek talks about how the most successful people and companies think. He says that great leaders and businesses don't just focus on what they do, but on why they do it. Understanding why you do something gives you a purpose, and this purpose inspires others.

### The Golden Circle

Sinek uses something called the "Golden Circle"; to explain his idea. The Golden Circle has three parts:

- 1. Why – This is the reason you do something. It's your purpose or your belief.**
- 2. How – This is the way you do things. It's your process.**
- 3. What – This is what you do. It's your product or service.**

Most people and companies start with what. For example, a company may focus on making a product. But Sinek says that the most successful companies and leaders start with why. They know their purpose, and that purpose helps them make decisions, inspire others, and create great things.

### The Power of Why

According to Sinek, when you know why you do something, it's easier to stay motivated and keep going, even when things are hard. People are more likely to follow leaders and

businesses that have a clear purpose. When a company or person can explain why they do something, it helps build trust and loyalty.

**"People don't buy what you do; they buy why you do it."** For example, Apple is a company that focuses on why. Their why is to challenge the status quo and think differently. This belief connects with many people and helps Apple become successful. Apple is not just selling products; they are selling a way of thinking, a purpose.

## Leaders and Inspiration

Sinek also talks about how good leaders inspire others by starting with why. These leaders know their purpose, and they share it with others. This makes people want to follow them. They don't just tell people what to do—they inspire them with a strong belief in a better future.

**"Great leaders don't tell you what to do. They show you why it's important."** When a leader starts with why, they can motivate others to work together for a common goal. They create a sense of purpose and make people feel part of something bigger.

## The Importance of Purpose

Sinek's message is simple but powerful: know your why. Whether you are a leader, a business owner, or just someone trying to achieve something in life, starting with why can help you stay focused and motivated. When you have a clear purpose, you can inspire yourself and others to do great things.

**"The goal is not to be perfect by the end. The goal is to be better today."**

In conclusion, Start with Why teaches us that the best way to succeed is to focus on why we do something, not just what we do. A clear purpose can inspire us to work harder, think creatively, and connect with others. When we start with why, we can achieve our goals and make a positive impact on the world.