



Start With Why: How Great Leaders Inspire Everyone To Take Action by Simon Sinek: A Book Tales Presentation

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Sinek explains that people don't buy what you do they buy why you do it. Through the stories of inspirational leaders, he illustrates his principle that every individual should start with why in all that they do. To demonstrate his theme he created the concept of the golden circle, which shows that a person's why dictates what they will buy. How, for instance, did the Wright Brothers, underfunded bike mechanics, beat the well-funded favorite Samuel Pierpont Langley? How did 250,000 people converge at the Washington monument at the right time to hear Dr. Martin Luther King's speech? And why do people tattoo a corporate logo on their skin as Harley men do? Sinek says it comes from an organization with a clear why.

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