

The Golden Circle — Start With Why

The Golden Circle is a leadership and communication framework that starts with purpose first.

WHY — Purpose

Your cause, belief, or mission.

Why do you exist? Why does this matter?

HOW — Process

Your values, methods, or differentiators.

How do you bring your Why to life?

WHAT — Product

The services, programs, and deliverables you offer.

What do you actually do?

The Golden Circle

WHAT

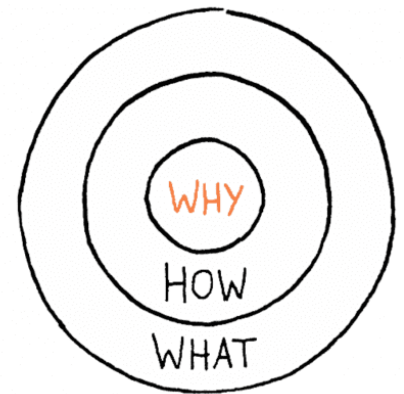
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Core Principle

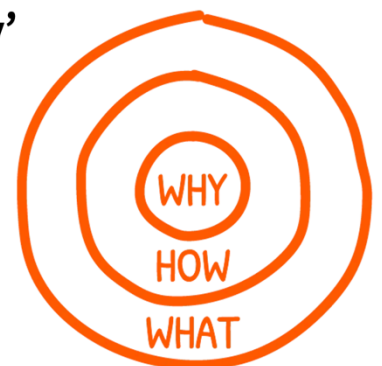
People don't buy *what* you do — they buy *why* you do it.

Uses in Leadership

- Strategic planning
- Messaging & branding
- Employee motivation
- Organizational culture
- Decision-making alignment

An Example of 'Why'

- Why: We help people live a good life of their choosing.
- How: We support people through use best practices, evidence-based frameworks and certified professional staff.
- What: We provide residential, day and vocational services to people with I/DD.



Adapted from 'Start with Why' and 'Find Your Why' by Simon Sinek