



**From Intangible to  
Tangible – Creating  
your Mission in Life**

• Focus on what you are doing, who you are helping, and why it matters.  
• Just dream big!



LETS  
DO  
THIS

# Let's Get Ready!

What are we doing today?

LETS  
DO  
THIS

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What are we doing today?

- Leadership starts with a dream!

LETS  
DO  
THIS

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What are we doing today?

- Leadership starts with a dream!
- From What to Why: The 'Golden Circle'

LETS  
DO  
THIS

# Let's Get Ready!

What are we doing today?

- Leadership starts with a dream!
- From What to Why: The 'Golden Circle'
- Making your own 'Golden Circle'

# Let's Start!

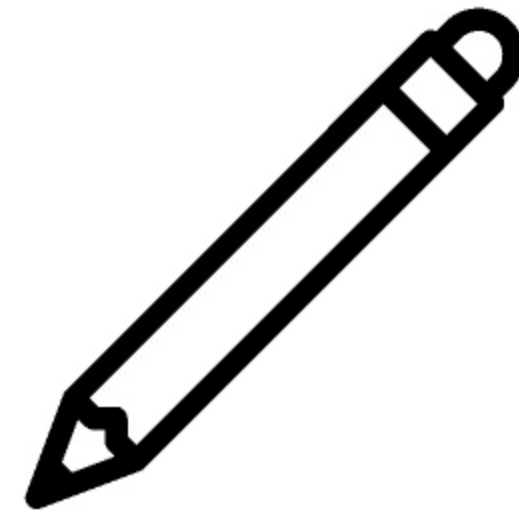


- Close your eyes and imagine a future where you are inspiring others.
- Focus on what you are doing, who you are helping, and why it matters.
- Just dream big!

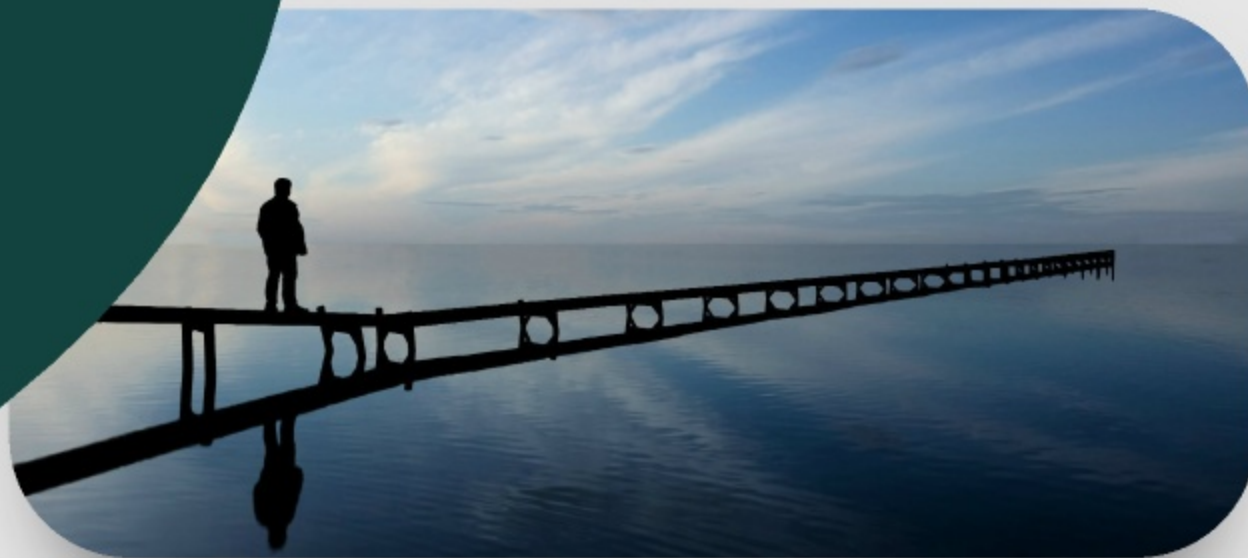
# Leadership starts with a dream

Draw or write a  
representation of your  
vision.

No artistic skills  
necessary!



# Reflect and Share



How did it feel to bring your vision to paper?

What was the most powerful image or idea that you had?

Does this vision connect to your values?

# Let's Explore!

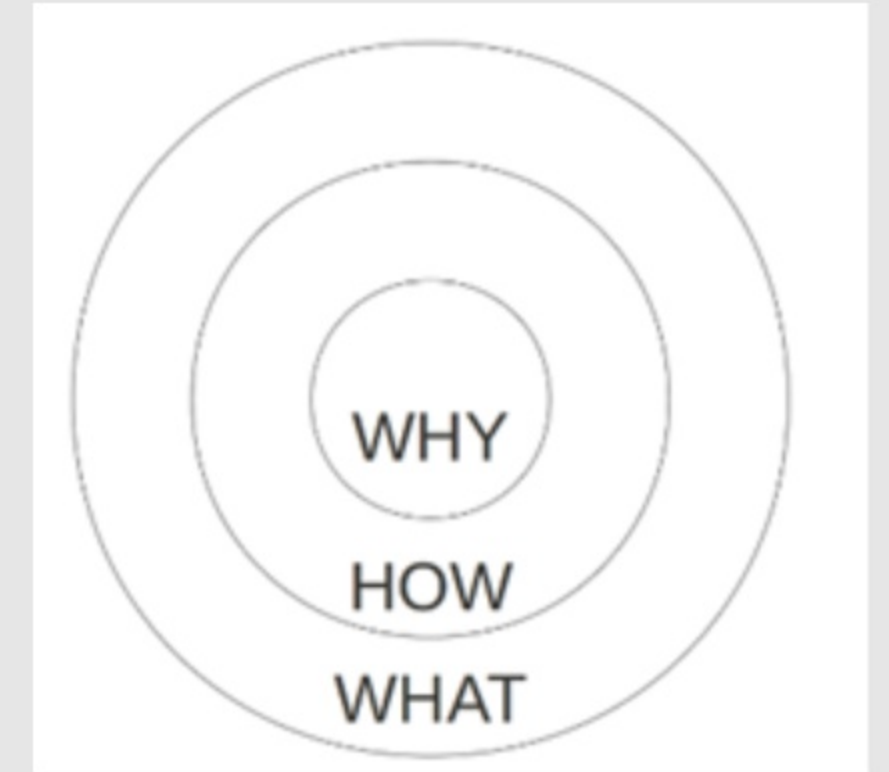


## Understanding Key Concepts

1. What is the central question Simon Sinek asks at the beginning of his talk?
2. According to Sinek, what common trait do Apple, Martin Luther King Jr., and the Wright brothers share?
3. What is the 'Golden Circle' model introduced by Sinek, and what are its three components?
4. How does Sinek differentiate between 'What,' 'How,' and 'Why' in the context of the Golden Circle?
5. Why does Sinek argue that 'Why' is not synonymous with making a profit?
6. How does Sinek use Apple as an example to illustrate the difference between starting with 'What' versus starting with 'Why'?
7. What does Sinek mean when he says, "People don't buy what you do; they buy why you do it"?



# Malala Yousafzai (Pakistan)



## **Why:**

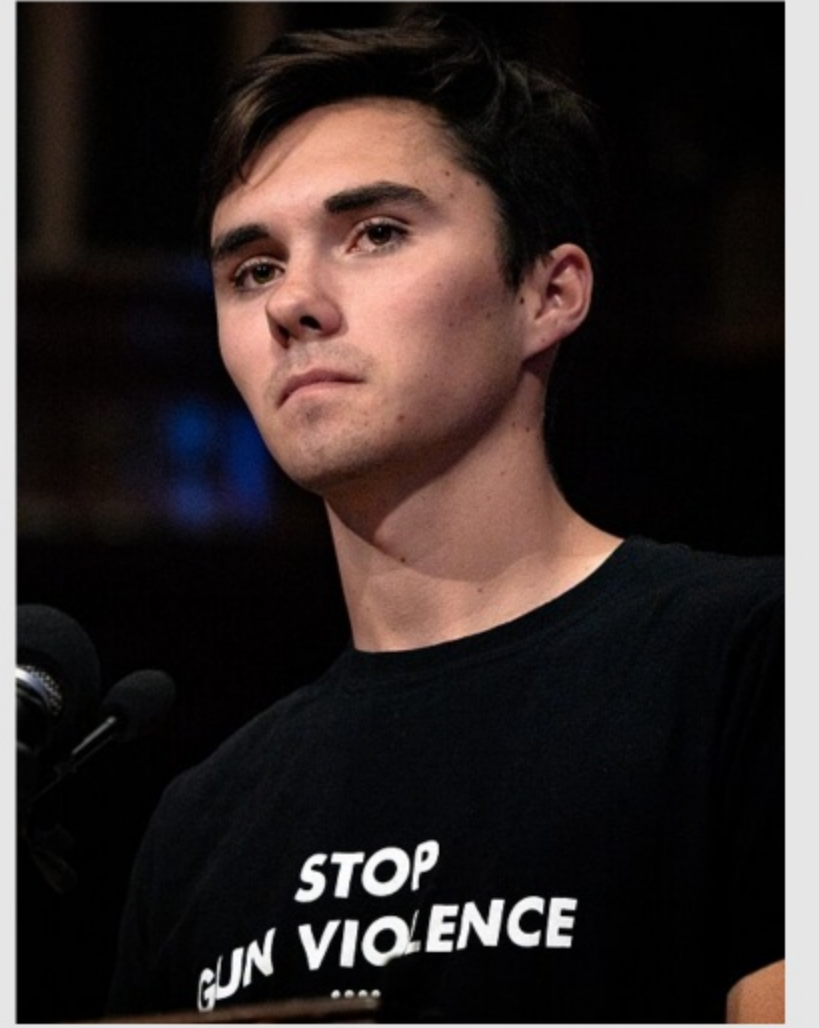
A belief in every girl's right to education and equality

## **How:**

Through activism, storytelling, and the Malala Fund

## **What:**

Global advocacy for girls' education and empowerment



# Let's Check!

What did I learn today?



- One thing I learnt today about leadership is .....
- It's important that leaders focus on the WHY before the WHAT and HOW because ...
- One question I still have is...

# Let's Reflect!



## I can.....

- see what kind of leader I might be in the future
- identify how successful leaders communicate
- explain the Golden Circle model of leadership
- apply the Golden Circle model to real-world examples

# Take this with you. Revisit anytime.

Missed something? Want to explore further?  
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