

Unit 1.3 The Leader in You

From Intangible to Tangible - Creating your Mission in Life



Video Viewing: Simon Sinek – Start with Why and The Golden Circle

Handout 1a

Understanding Key Concepts

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