

### Understanding Key Concepts

1. What is the central question Simon Sinek poses at the beginning of his talk?	<i>Why do some people and organizations inspire while others don't?</i>
2. According to Sinek, what common trait do Apple, Martin Luther King Jr., and the Wright brothers share?	<i>They all think, act, and communicate in the exact same way – and it's the opposite of everyone else.</i>
3. What is the 'Golden Circle' model introduced by Sinek, and what are its three components?	<i>The Golden Circle is a simple model for inspirational leadership. Its three components are:</i> <ul style="list-style-type: none"> <li>● <i>Why (the purpose or belief that drives an individual or organization)</i></li> <li>● <i>How (the process or values that bring the Why to life)</i></li> <li>● <i>What (the result: products, services, job roles, etc.)</i></li> </ul>
4. How does Sinek differentiate between 'What,' 'How,' and 'Why' in the context of the Golden Circle?	<ul style="list-style-type: none"> <li>● <i>What: Every organization knows what they do.</i></li> <li>● <i>How: Some know how they do it (the process or USP).</i></li> <li>● <i>Why: Very few can clearly articulate why they do what they do (beyond making money).</i></li> </ul>
5. Why does Sinek say that 'Why' is not the same as making a profit?	<i>Because making money is a result, not a purpose. 'Why' refers to the deeper cause, belief, or purpose that inspires people to act.</i>
6. How does Sinek use Apple as an example to illustrate the difference between starting with 'What' versus starting with 'Why'?	<p>He contrasts two approaches:</p> <ul style="list-style-type: none"> <li>● Starting with “What”: “We make great computers. They’re beautifully designed and easy to use. Want to buy one?”</li> <li>● Starting with “Why”: “We believe in challenging the status quo and thinking differently. We make beautifully designed, easy-to-use computers.</li> </ul> <p>The second example is more compelling because it appeals to values and beliefs.</p>
7. What does Sinek mean when he says, "People don't buy what you do; they buy why you do it"?	<i>He means that people are motivated by a shared sense of purpose or belief—not just by features or products. This emotional connection is what drives loyalty and inspiration.</i>