

## ✓✗ True or False – Simon Sinek's Start With Why

Write T for True and F for False.

- \_\_\_ Simon Sinek believes people are mostly influenced by what a company does.
- \_\_\_ The Golden Circle is made up of three parts: Why, How, and What.
- \_\_\_ Most companies communicate from the inside out: they start with why.
- \_\_\_ According to Sinek, the most successful leaders and companies start by explaining their purpose.
- \_\_\_ 'Why' refers to the reason a company exists and what it believes in.
- \_\_\_ 'How' in the Golden Circle refers to the product or service a company offers.
- \_\_\_ People are loyal to companies that clearly communicate their 'why'.
- \_\_\_ According to the theory, people buy products only based on price and features.
- \_\_\_ Martin Luther King Jr. is one of the examples Simon Sinek uses to explain the power of 'why'.
- \_\_\_ The goal is not to do business with people who need what you have, but with people who believe what you believe.