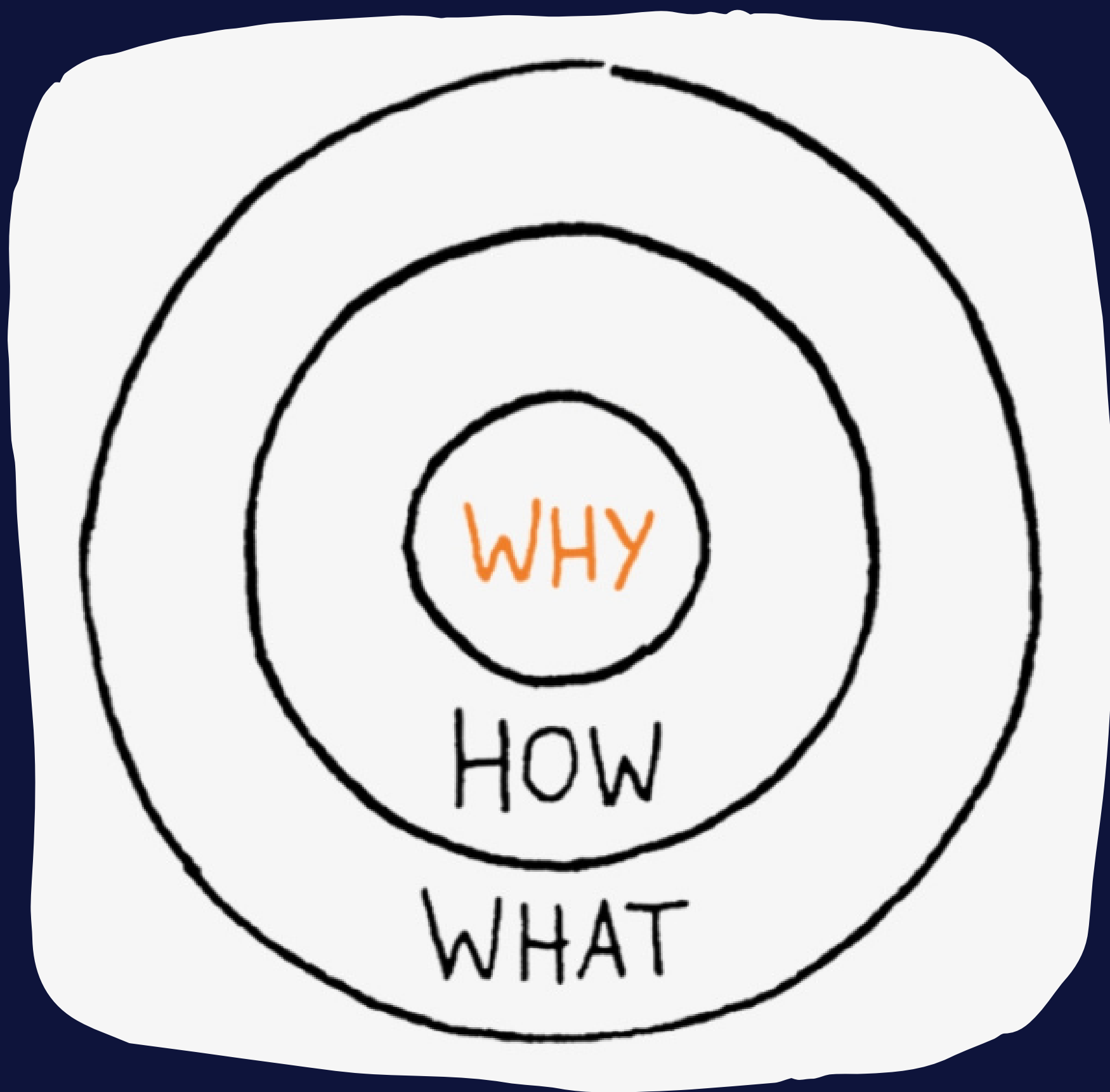


# THE GOLDEN CIRCLE

Find Your Why

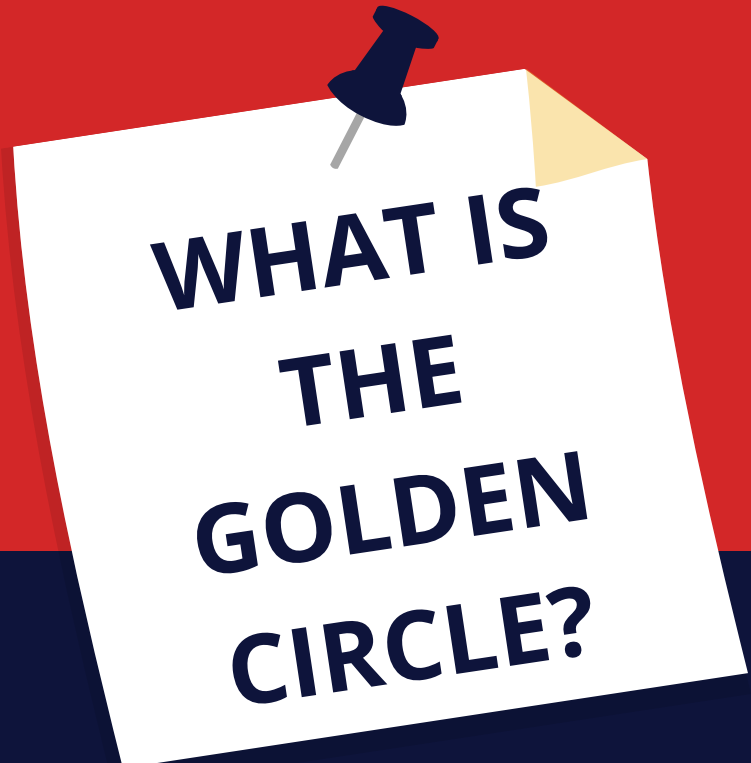


What is The Golden Circle?

Understand **WHY** you do what you do

# WHAT

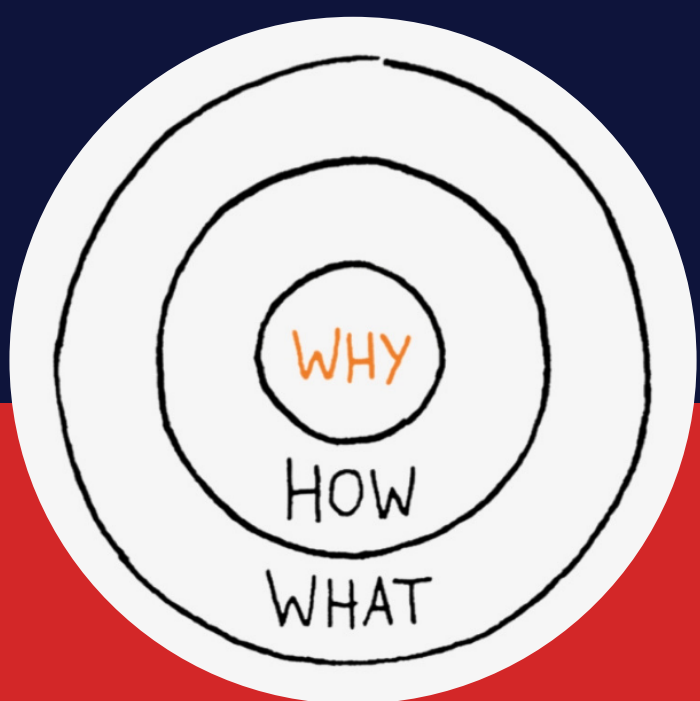
Every organisation on the planet knows WHAT they do. These are products or services they sell.



**WHAT IS  
THE  
GOLDEN  
CIRCLE?**

# HOW

Some organisations know HOW they do it. They are the things that make them special or set them apart from their competitors.



# WHY

Very few organisations 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 reason your organisation exists.

# Now it's your turn!

**WHAT do you do?**

**HOW do you do it?**

**WHY do you do what you do?**

# Time to put it together!

*your contribution*

To \_\_\_\_\_

so that \_\_\_\_\_

*your impact*

Use this image to put your WHY into a sentence. Share it with your team, display it in the office, live by it!

# Need this session facilitated by an expert?



We have developed this workshop based on the critically acclaimed book by Simon Sinek to delve into your individual organisations needs. Through a series of facilitated sessions that can be delivered in one day or across multiple days, we will help you clearly define your WHY and put you on the path to success. Click the link to book your session today!

**Find Your Why**