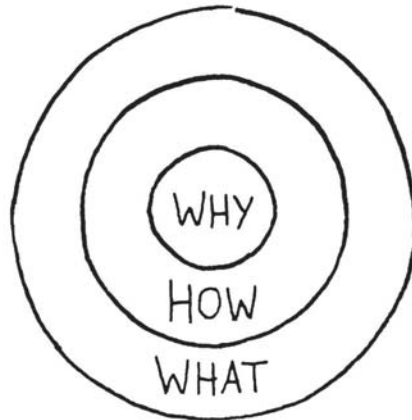


Origin of The Golden Circle



In 2006, Simon Sinek owned and operated his own marketing firm. Although his business was financially successful, he had lost his passion for what he was doing. He knew What he did and he knew How he did it different or better than others. However, he had no clarity as to Why he was doing it. With no purpose behind his work, he began to burnout and he became depressed.

The tips and advice he received from others, like, “Do what you love!” were not working. He became obsessed with finding the missing link - his Why. This is the driving inspiration that is there when everything is right and missing when at our worst.

Through personal reflection and sharing what was becoming clear with others, Simon found his Why – to inspire people to do the things that inspire them so that, together, we can change our world. He began to use his Why as a filter, choosing only to do things and get involved with projects that would bring his Why to life. His passion restored to levels he had never experienced before.

What do we do when we find something we love? We share it with the people we love. Simon started sharing this little idea and his discovery with his friends. His friends started making crazy life changes for the better, inspired by Simon’s discovery and articulation. Friends would invite him to their apartments in New York City to tell their friends about The Golden Circle and they would share the concept with others. This was the beginning of the Start With Why movement.

The ideas The Golden Circle illustrates are certainly not new. Simon did not invent purpose. What he has been able to do is capture this idea, that has been around for millennia, in a way that is simple, easy to understand and actionable. It is our hope that people use and share these ideas with others so that, together, we can change our world.

Inspire on!