

TOOL DESCRIPTION

My Why – Golden Circle



The Golden Circle is a practical tool that can be used to inspire people and create momentum to develop a strong sense of purpose.

The My Why – Golden Circle model was developed by Simon Sinek who used it to explain why some leaders and organizations have had such a disproportionate degree of influence and others have not. This model can be used to clarify how a business or personality can stand out from similar competitors by communicating its differences.

The model foresees three basic questions, starting with the why, how and finally what?

The "Why" is the organization's core purpose, cause or belief. It is the reason the organization exists beyond just making money. It is what inspires people to take action, whether they are employees of the company or customers who choose to buy from or support the company.

The "How" describes how the organization fulfills its core purpose through specific actions, values or principles that set the organization apart from its competitors. Answering this question describes how the organization brings its 'why' to life.

The "What" describes what the organization does, such as the products or services it sells. The answers to this question represent is the tangible output that people can buy, see, touch or experience. While 'what' an organization does can be similar to what others do, the 'why' and 'how' provide the unique context that sets it apart.

Duration 1.0–1.5 h	Participants 5–15 people	Facilitation flipchart, paper for notes, pens
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My Why – Golden Circle | Process

Introduction 5 min 	Individual preparation 15 min 	Feedback from the group 15–45 min 	Optional: Dialogue 15–30 min 
<p>Provide a short input on the concept of My Why – Golden Circle, supplemented by a video to generate ideas.</p> <p>Example: TED Talk by Simon Sinek – “How great leaders inspire action”.</p>	<p>The individuals in the group take time to reflect on and answer their personal “Why” by asking themselves the following questions:</p> <ul style="list-style-type: none">• What is the drive/main reason for what you do?• Why do you do what you do? Do you believe in it?• What are your intentions?	<p>Every person in the group presents their own personal “Why” in a short 2-minute pitch.</p> <p>The group provides individual feedback:</p> <ul style="list-style-type: none">• What did I find attractive?• What was irritating or unclear to me?	<p>To close this session, a short dialogue within the group could take place to zoom in on common factors in the presentations:</p> <ul style="list-style-type: none">• What are the common factors we have observed?• What “Why” do we see as common ground between us? <p>The facilitator writes down common points on a flipchart.</p>