

# Why some people inspire and others merely inform

Upcoming episode

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Why do some people and companies manage to inspire, while others merely inform? A walk through the ideas in Simon Sinek's Start With Why – the golden circle, manipulation versus inspiration – and an honest look at the reasoning behind it.

## THE BOOK THIS EPISODE IS ABOUT

### **Start With Why – Simon Sinek**

2009

## MAIN TOPICS

- The golden circle – why, how, what
- Communicating from the inside out
- Why people do not buy what you do, but why you do it
- Manipulation versus inspiration
- The diffusion curve and the early adopters
- The celery test – using your why as a filter
- What is questionable in the reasoning

## QUESTIONS THIS EPISODE ANSWERS

- What is the golden circle?
- What does starting with why mean?
- Why do some leaders inspire while others do not?
- What is the difference between manipulation and inspiration?
- Does the brain argument in Start With Why hold up?
- How do you find your own why?

## KEY POINTS

- Most people say what they do. Few manage to say why they do it.
- Order decides: begin at the centre, with why, and let what come last.
- Discounts and fear work, but build no loyalty. They have to be repeated every time.
- A clear why works as a filter for what to say no to.
- The brain explanation in the book is a heavy simplification. The advice may still be useful.

## SOURCES AND REFERENCES

- Simon Sinek – Start With Why (2009)

*AI is used as a tool in producing the text, and everything is read through before it is published. Errors can still occur.*