For the Golden Circle to be most effective, to truly inspire, you must remember two things:

#1 - Order Matters: Simply having the Why buried in there is not enough. You must start with Why and then think, act and communicate from the inside out of the Golden Circle.

#2 - Balance: All 3 levels of the Golden Circle must be in balance. This means you must have clarity, discipline and consistency.

Clarity of WHY:
- Purpose, cause or belief
- The Why is the single driving motivation for action

Discipline of HOW:
- Values or guiding principles
- Hows are the specific actions that are taken to realize the Why

Consistency of WHAT:
- Tangible proof or results
-Whats are the tangible manifestations of the Why

Most people define themselves by What they do - trade stocks, study Byzantine art or fight for human rights worldwide. But these are simply the tangible proof of something deeper – a single passion that unites these interests, activities or products. We inherently know What we do is not enough so, in an attempt to distinguish ourselves, we explain How we do What we do; perhaps by pointing to particular experiences, skill sets or who we know, for example. But operating from What and How, from the outside-in of the Golden Circle does not, in reality, distinguish us. Worse, it often forces us to pay more attention to outside forces in order to determine who we are or why we do things. That doesn’t make sense. Who wants to tie their identity, who they are and what they believe, to the whims of the outside world? It’s not stable and it’s not authentic.

That’s where the Why comes in.
Framework of the Golden Circle

Class 1 What is Why?

By operating from the inside-out of the Golden Circle we determine how the market will perceive us and we can trust our intuition more often. As our confidence goes up we can effect greater change. By knowing our Why, we understand the reasons for what we do. The goal then becomes to constantly better our ability and find new ways to do it.

When our Why is clear, when we are disciplined in How we pursue it and when What we do is consistent, the outside world understands our Why as clearly as we do. And when that happens, more and more people are inspired to follow. And that is when you know you are a leader.

The world will perceive you based on What you do. If your Golden Circle is in balance, if all three levels are present and functioning, the combination becomes like your fingerprint: it is your identity; now and forever.

The Why Discovery Course is dedicated to helping you discover and articulate the unique elements of your own Golden Circle.