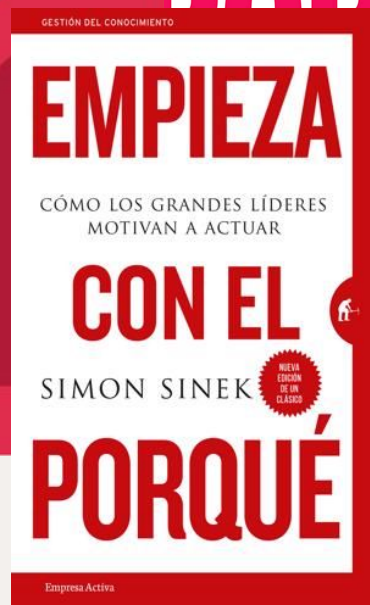
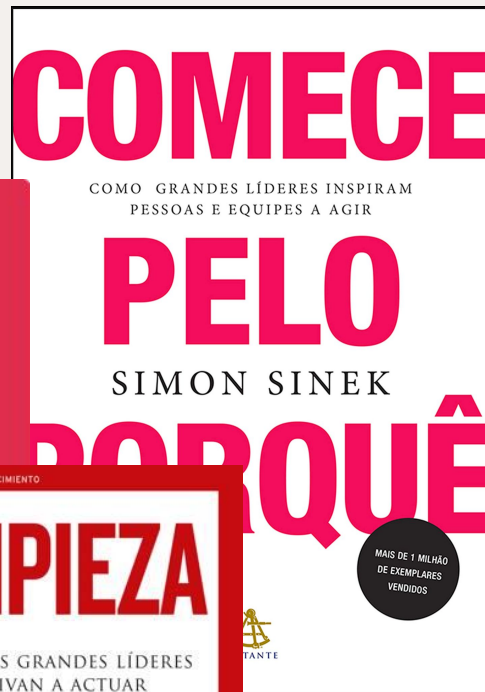
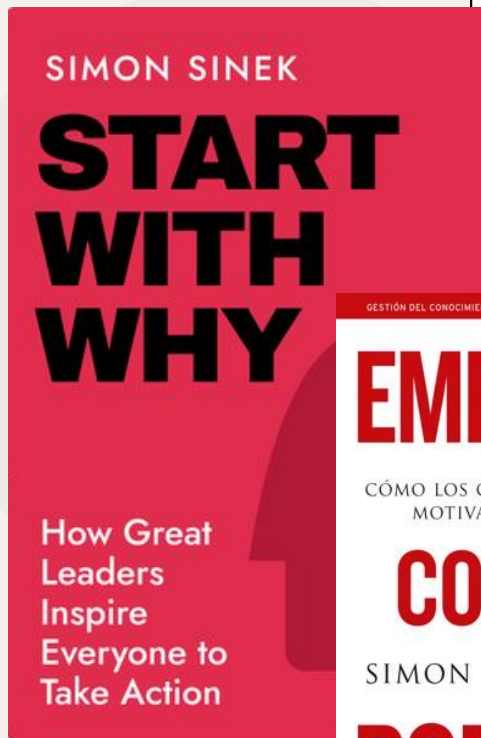




HYPER ISLAND

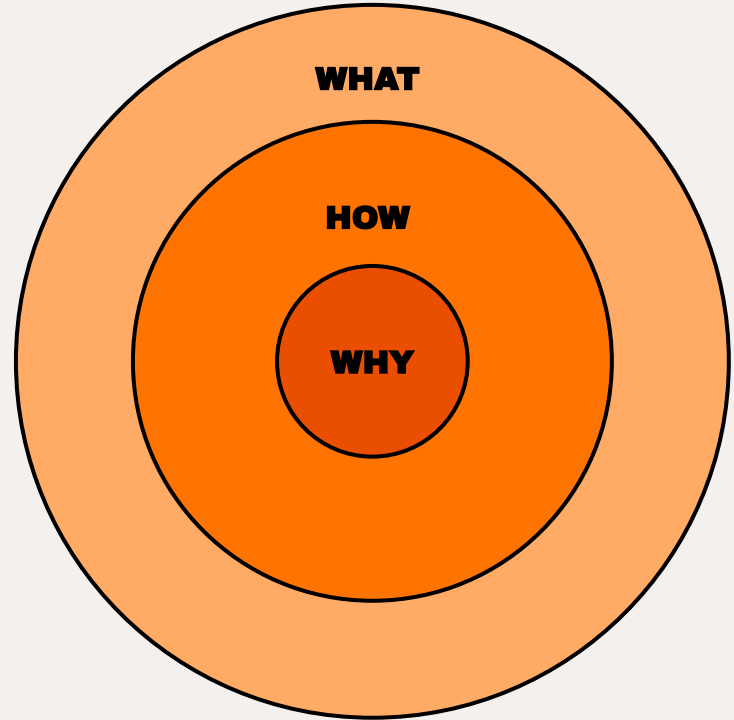
Simon Sinek "Start With Why"

[Watch Simon Sinek himself explaining the concept](#)



HYPER ISLAND

**Golden
Circle: start
with 'why'**

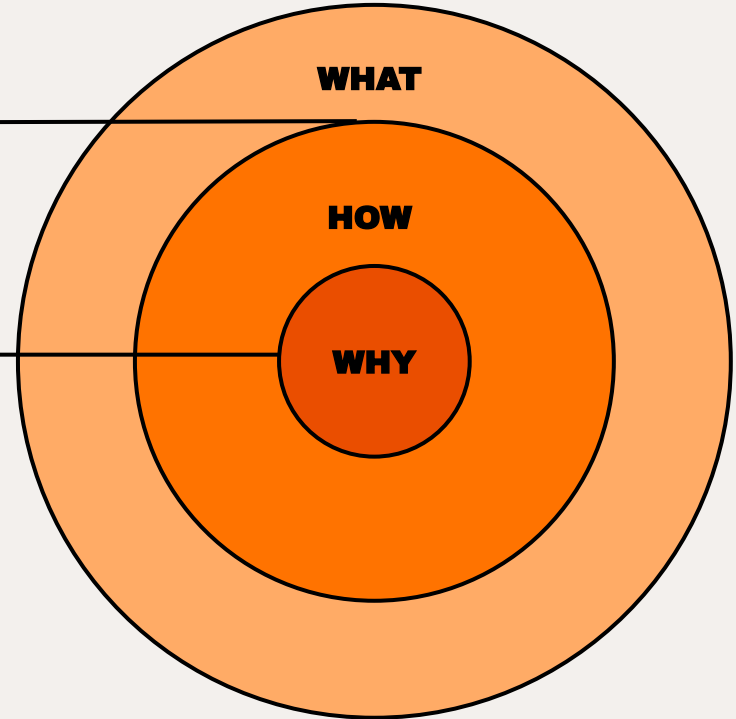


HYPER ISLAND

What you do is based on the reasons for doing something and **reason** leads to **conclusions**

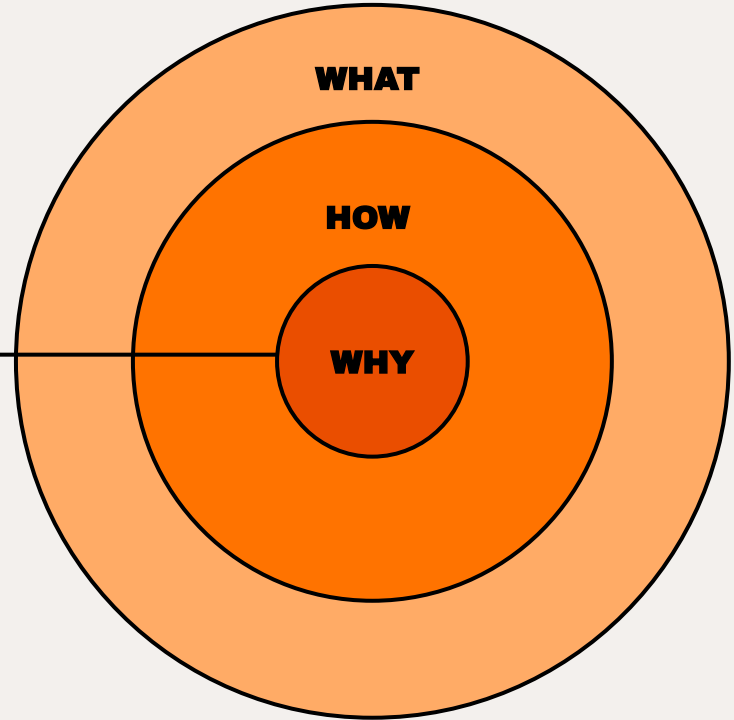
Why you do it is connected to the **emotions** that drive **action**

**YOUR 'WHY' IS THE
CORNERSTONE OF
YOUR ACTIONS**



HYPER ISLAND

**Great leaders communicate
inside - out**



Reflect

Identify the WHY behind everything what you are doing.

It is the starting point to create a high performing team.