

**Author and speaker Simon Sinek describes a simple way for others to use the philosophy outlined in his best-selling book *Start with Why*. He calls it the Golden Circle.**

#### STEP 1: GATHER KEY FOLKS

Gather a group from across your organization. Diversity in this group supports a more powerful and equitable decision-making tool.

#### STEP 2: CRAFT A WHY STATEMENT WITH YOUR TEAM

Take your time. Meet with your board and team to discuss what motivates your work. The goal of this step is to have a clear and succinct statement of WHY. Write your answer on the next page.

#### STEP 3: IDENTIFY YOUR HOW(S) WITH YOUR TEAM

Next, take some time to discuss how you approach your work. This may be related to your values, or what sets you apart from others. Write your answer on the next page.

#### STEP 4: NAME WHAT YOU DO

Finally, list what your organization does. What products and services do you offer? Are these consistent with your WHY and your HOW? Write your answer on the next page.

#### STEP 5: PUT YOUR WHY INTO ACTION!

Reflect on the connection between the WHY, HOW, and WHAT. Are they balanced with each other?

- Tie it into your value-based messaging!
- Use this structure for your next donor letter!
- Add your WHY to a speech from the stage!
- Use it while involved in strategy work, maybe adding it to your hedgehog, your strategy roadmap, and your strategy screen

# THE GOLDEN CIRCLE

*Courtesy of Simon Sinek, an ethnographer, writer, and adjunct of the RAND Corporation*

**WHY**

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**HOW**

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**WHAT**

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