

# WHY

do we do what we do?

Think and decide what your purpose and beliefs are. When we know what our causes are, we are motivated by them. How we think, act and communicate changes and aligns with what we believe.

“People don’t buy what you do, they buy why you do it.” says Sinek. People are more inclined to follow when they see your intentions and when they take ownership of what their own motivations are.

# HOW

do we do it?

Put action plans into place. Think of how you want to achieve what you believe in and get your team along with you. If you are motivated for people to realize their potential, then empower them. Identify their strengths and help them make up for weaknesses.

# WHAT

do we do?

Is the outcome of your motivations and actions. This falls into place naturally and materializes in the way your team acts and works together. Each team performs uniquely to what personal beliefs there are.

Often we make the mistake of leading from the outside in; we decide what the outcomes should be, be it sales targets or specific team attitudes before fully understanding ourselves. Instead, we should communicate our visions and work together to help staff realize theirs. When we take ownership of our own beliefs, it creates responsibility. Work then becomes not something we do blindly for others, but something we do for ourselves.

Sinek states that “If you hire people just because they can do a job, they’ll work for your money. But if you hire people who believe what you believe, they’ll work for you with blood and sweat and tears.”

A team driven by a cause sets itself apart from others, while within breeds loyalty and commitment. Its work, proof of what they believe in.

WHAT

HOW

WHY