Based on: How Great Leaders Inspire Action by Simon Sinek (TED Talk, 2009)

Great Leaders Inspire Action

WHY
- To explain why things go how we don't assume
- To explain how some achieve things defying all assumptions

WHAT
- Pattern for
  - thinking
  - acting
  - communicating
- The Golden Circle
  - All know WHAT they do
  - Some know HOW they do it
    - Differentiating/Unique Value Proposition
    - Proprietary processes
  - Few know WHY they do what they do
    - purpose
    - cause
    - belief
- Differentiator
  - Typical
    - Outside-In
    - What - How - Why
  - Inspired Leaders
    - Inside-Out
    - Why - How - What
- People buy
  - NOT what you do
  - why you do it
- Hire people
  - NOT who need a job
  - who believe what we believe
- Law of Diffusion of Innovation
  - distribution
    - Innovators: 2.5%
    - Early Adopters: 13.5%
    - Early Majority: 34%
    - Late Majority: 34%
    - Laggards: 16%
  - Tipping point
    - At 15%-18% market penetration
    - Crossing the Chasm (Jeffrey Moore)

HOW
- Do business with people
  - NOT who need what I have
  - who believe what I believe
- Brain biology
  - WHAT
    - neo-cortex brain
    - newest (homo sapiens)
    - supports
      - rational/analytical thought
      - language
  - HOW, WHY
    - limbic brain
    - older
    - supports
      - feelings
      - trust/loyalty
      - decision making
      - behavior
- Communication order
  - Outside-In
    - provides undestanding
    - triggers less behavior
  - Inside-Out
    - triggers behavior first
    - provides rationalization

EXAMPLES
- Apple
  - Why is it so innovative?
    - Just a computer company
    - Access to same
      - talent
      - agencies
      - consultants
      - media
  - Differentiator
    - Competitors
      - 4 We make great computers
      - 5 They are beautifully designed, simple to use, user friendly
      - 6 What to buy?
    - Apple
      - 4 Everything we do we believe in challenging the status quo
      - 5 The way we challenge the status quo is both making our products beautifully designed, easy to use, user friendly.
      - 6 We happen to make great computers.
- Wright Brothers
  - Why did they figure out controlled flight?
    - Others were
      - Just another expermenter
      - better qualified
      - better funded
  - Differentiation
    - Samuel Pierpont Langley had
      - capital
      - educated people
      - government/market support
      - driven by aspirations for
        - money
        - fame
    - Wright Brothers had
      - no capital
      - no edication or educated people
      - no market support
      - driven by cause
- Martin Luther King
  - Why did he lead the Civil Rights Movement?
    - Others
      - Just an orator
      - suffered before
      - equally good orators
  - Differentiation
    - His speeches were not about what needed to be changed
    - His speeches were about what he believed
    - He had a speech about
      - "*I have a dream...*"
      - NOT "*I have a plan...*"

WHAT IF
- Leadership
  - **leaders:** in position of power or authority
  - **people who lead:** inspire us
- We follow leaders
  - NOT because
    - we have to
    - for them
  - but because
    - we want to
    - for us
- To lead
  - start with the WHY
  - inspire

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