

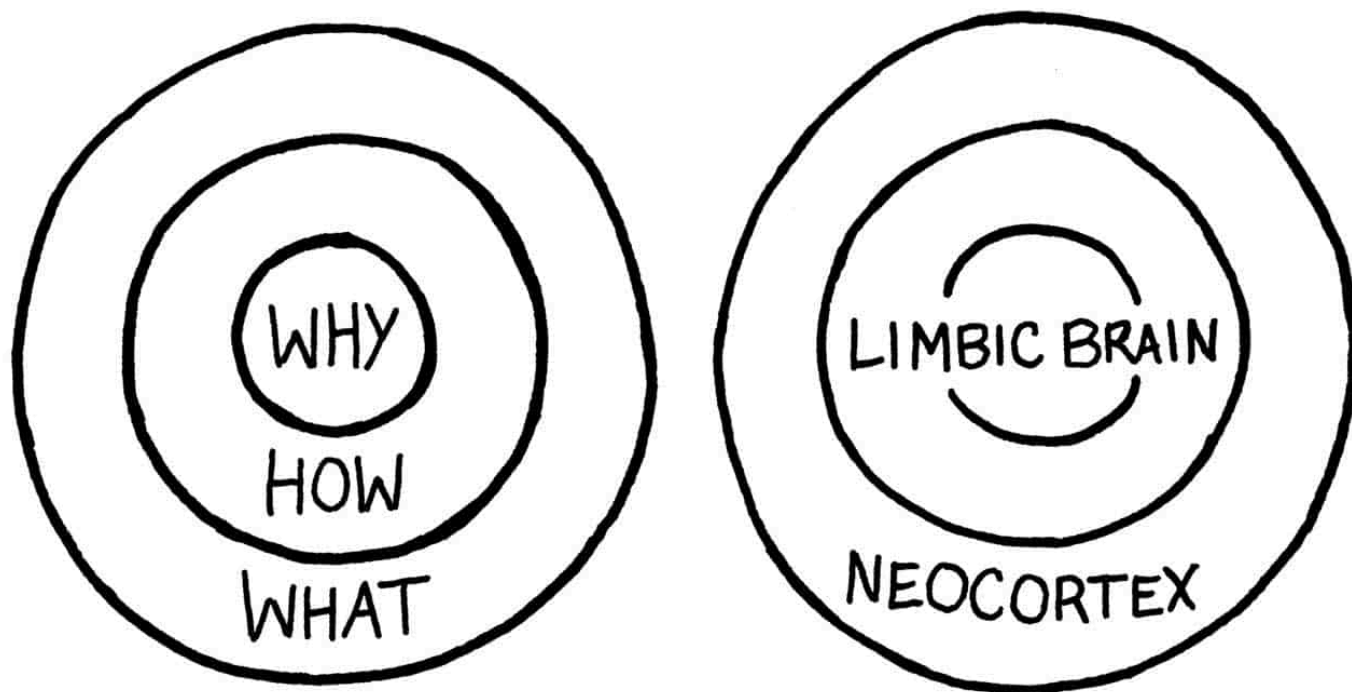
Find Your Why by Simon Sinek (Deep Book Summary + Visuals)

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Quick Summary of *Find Your Why* by Simon Sinek, David Mead, and Peter Docker



Source: "Find Your Why" by Simon Sinek

- "Every organization—and **every person's career**—operates on three levels: **What** we do, **how** we do it, and **why** we do it."
- "And here's the best part: This is not our opinion. This whole concept of WHY is **grounded in the tenets of biology of human decision making**. How the Golden Circle works maps perfectly with how our brain works."
- "The outer section of the Golden Circle—the **WHAT**—corresponds to the outer section of the brain—the **neocortex**. This is the part of the brain responsible for rational and analytical thought. It helps us understand facts and figures, features and benefits. The neocortex is also responsible for language."
- "The middle two sections of the Golden Circle—the **WHY and HOW**—correspond to the middle section of the brain, the **limbic system**. This is the part of the brain **responsible for all our behavior and decision making**. It's also responsible for all our feelings, like trust and loyalty. But unlike the neocortex, the limbic system has no capacity for language. This is where 'gut feelings' come from. It's not our stomach. It's a feeling we get about a decision we have to make that we struggle to explain."

“All three parts are equally important. When those three things are in balance we are at our natural best. We are truly living our WHY.”

Our **WHY is our purpose, cause or belief**—the driving force behind everything we do.

Our **HOWs are the actions we take** when we are at our natural best to bring our WHY to life.

Our **WHATs are the tangible manifestation** of our WHY, the actual work we do every day.”

The Individual Why Discovery Process from *Find Your Why*

“There are three steps to discovering your WHY (tell stories, identify themes, draft the Why Statement). It works best when you complete all three steps in one sitting.”

Step 1: Gather Stories and Share Them

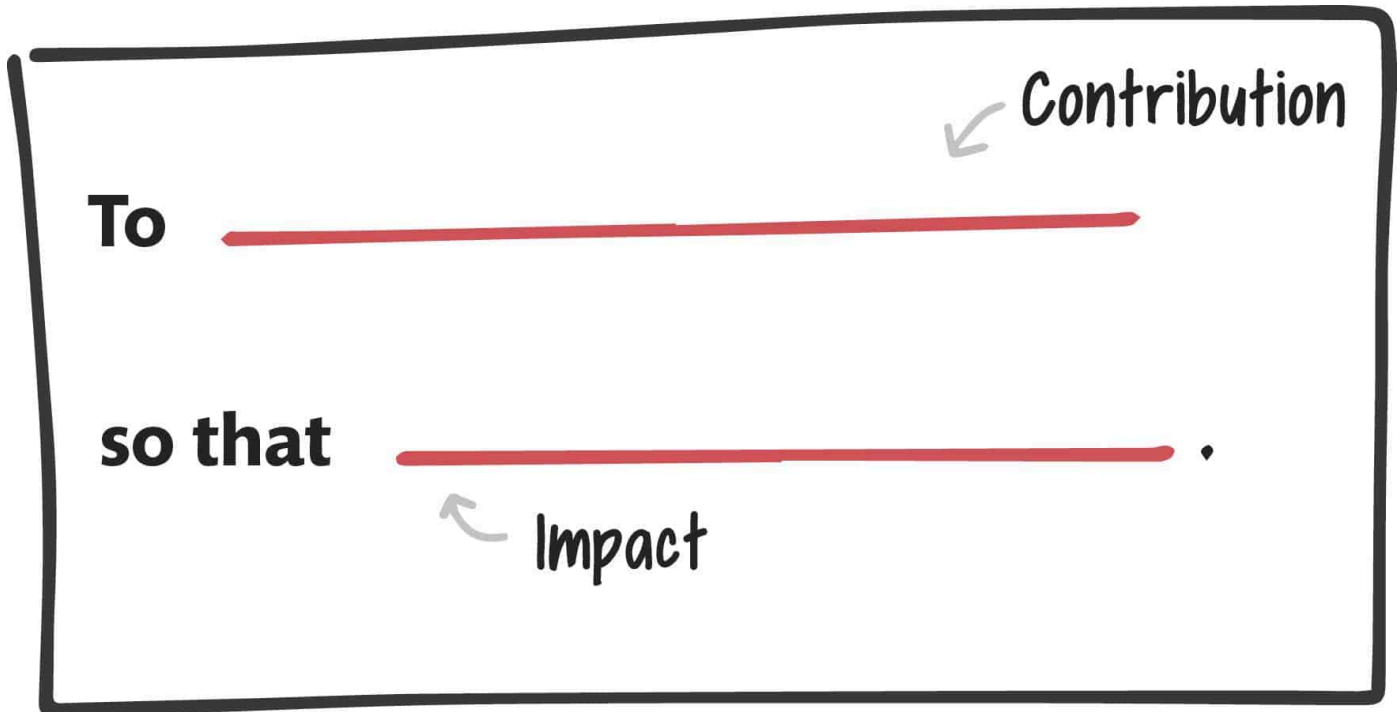
- “Each of us has **only one WHY**. It’s not a statement about who we *aspire* to be; it expresses **who we are when we are at our natural best**.”
- “At its core, the **WHY is an origin story**. By looking to our past and teasing out the most significant threads—the experiences we’ve had, the people we’ve been influenced by, the lives we’ve touched and the highs and lows we’ve faced—**we can identify patterns**.”
- “To uncover our WHY we must bring together our **standout memories—our defining moments**—and examine them to find the connections.”
- “Since your WHY comes from your past, which is **the period from your birth until yesterday**, you can draw your stories from any time in between those markers.”
- “**Discovering your WHY is like panning for gold in the river of the past**: the gold is there, lost in the debris of the river, hidden by rushing water. Only when you take the time to pan for the significant moments of the past, retrieving them nugget by nugget, will they turn into treasure.”
- “The goal of the story-gathering exercise is to end up with at least **five stories** that you consider the most impactful of your life.”

Step 2: Identify Themes

“As the process unfolds, **one or two of those nuggets will seem to shine brighter** than all the others. They will feel bigger, more important. They will shine so brightly that you’ll point to them and say, ‘**That’s me—that’s who I am**,’ or ‘That’s us—that’s our team.’ **These themes become the foundation of your Why Statement**.”

Step 3: Draft and Refine a Why Statement

- “Try to make yours: **simple** and clear, **actionable**, focused on the **effect you’ll have on others**, and expressed in **affirmative language** that resonates with you.”
- “One sentence is the absolute lowest common denominator. One sentence is usually more honest. And **if you can wrestle your WHY into one sentence, you’re much more likely to remember it—and to act on it**.”
- “Eventually, you will put your Why Statement into this format:”



Source: "Find Your Why" by Simon Sinek

- "The first blank represents the contribution you make to the lives of *others*. The second blank represents the impact of your *contribution*."
- "Often the first draft of a Why Statement sounds a bit generic. While you are sitting with your WHY, try to unpack the words to find language that is more [authentic to you](#), that more completely captures your feelings. We sometimes play a little game with people and ask them if they like the words in their Why Statement enough to have them tattooed on their body. If the answer is no, then you haven't found the words you 'love' and relate to yet. **You really want to love the words, especially the words of your contribution.**"

Next: State Your HOWs

- "You've already laid the groundwork for articulating your HOWs, because they are derived from the themes you listed during the Why Discovery process. **The themes that didn't end up in your Why Statement will serve as the foundation for your HOWs**, which take us from theory to practice."
- "Take your list of themes and cross out the ones you channeled into your Why Statement. Then narrow the remaining list of themes until you have **no more than five**."
- "Your **HOWs Are Your Strengths**"
- "**HOWs must be actions** because they are the things you do to bring your WHY to life."
- "Once you've stated your HOWs in a simple, actionable way, it's helpful to add a few bullets to clarify what they mean in practice."
- "**Start using your HOWs as filters for making important decisions.**"
- "Remember, HOWs are not aspirational. They do not express who we want to be. They **express the ways we actually behave**—the things we actually do—when we are at our best."

"While other individuals or organizations may express their WHY in a way that is similar to yours, it's HOW you bring your WHY to life that makes you unique. As a result, **the combination of your WHY and HOWs is as exclusively yours as your fingerprint.**"

Take Inspiration from the WHYs & HOWs of the Authors

Simon Sinek:

- **WHY:** To inspire people to do the things that inspire them so that, together, we can change our world.
- **HOWs:**
 - Take the unconventional perspective
 - See something from a different angle. Open up to doing things a different way.
 - Ask, "Is there another, possibly better, way of doing this?"
 - Try something. If it doesn't work, try something else.
 - Keep it simple
 - When things are simple, everyone can understand. If a ten-year-old can understand what you're saying, you're good to go.
 - Simple language and simple ideas are easily understood and easier to execute.
 - Silver line it
 - Find something positive in every situation and in every person.
 - Share everything
 - Share ideas and feelings. Invite and teach others to share too.
 - Share your idea, especially if it's not perfect. Even the "worst" ideas can be built upon.
 - Others won't know how you feel or what you want until you share it.
 - Focus on the long term
 - Build something that will outlast every one of us.
 - Focus on momentum and trending more than hitting arbitrary numbers and dates.

David Mead:

- **WHY:** To propel people forward so that they can make their mark on the world.
- **HOWs:**
 - See the big picture
 - Take responsibility
 - Explore alternative perspectives
 - Tie a bow on it (i.e., if you start something, finish it)
 - Learn from every experience

Peter Docker:

- **WHY:** To enable people to be extraordinary so that they can do extraordinary things.
- **HOWs:**
 - Make it simple
 - Get up on the balcony (i.e., see the wider context)
 - Embrace new ideas
 - Build relationships
 - Push the boundaries
- "Our WHY is fully formed by our mid- to late-teens."
- "We don't have a professional WHY and personal WHY. We are who we are wherever we are."
- "The WHY is connected to feelings."

- “The bottom line is your family is not your WHY...Your WHY will come not from talking about your family, but from talking about the feelings your family evokes in you.”
- “Each of us has one WHY and one WHY only.”