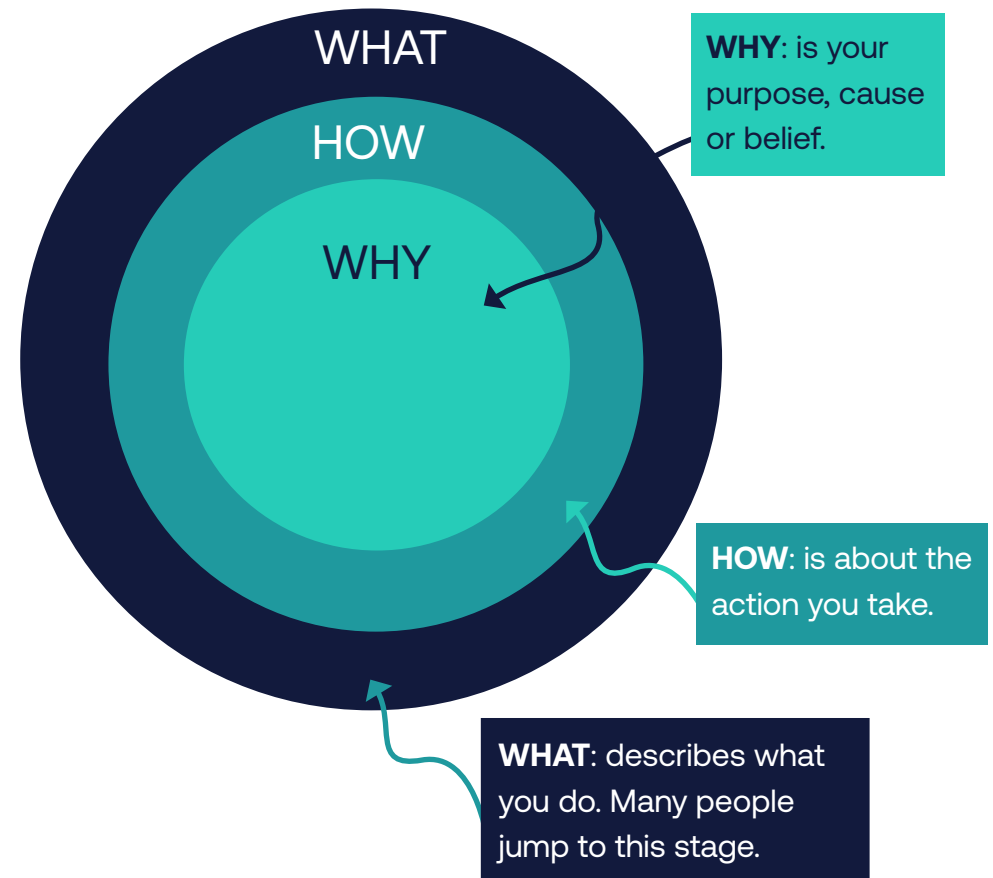


Understanding your purpose: The Golden Circle

- **Always start with WHY** you want to do something; question it, explore it and challenge your/others thinking.
- Many of us know what to do and how – but do we know why?
- How does it link to your values, why does it matter? What do you believe and do others believe it?
- ‘Why’ can help shape your understanding of the problem and what you might want to do.
- ‘Why’ leads to inspiration, creative thinking, curiosity and different thought processes.
- It helps you ensure what you do is not wasteful or a tick box exercise.



Source: Sinek S. (2011). Start With Why: How Great Leaders Inspire Everyone To Take Action.