

inspire action

1. Change your perspective
2. Simplify
3. Share ideas
4. Silver-line it
5. Make long-term progress

*The above example shows Simon's WHY and Hows. Everything he does follows this formula.

Principles of The Golden Circle™

Why: *clarity*

Purpose, cause or belief

The *Why* is the single driving motivation to do things.

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How: *discipline*

Values or guiding principles

Hows are the specific actions that are taken to realize the *Why*.

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What: *consistency*

Tangible proof or results

Whats are the tangible manifestations of the *Why*.

Discover your *Why*

If done properly, it will take more than a few minutes to complete this sentence:

I believe everything I do is to

so that

(You may not mention what you do, your products or your services. The words *best*, *smartest*, *biggest* (or similar qualifiers) may not be used and you may not mention quality, value, price, customer service or features.)

Discover your *Hows*

1. Make a list of your *best* customers/clients.

These are the people with whom you love doing business—even when things go wrong, you still feel you are on the same team. They are loyal and have probably recommended you professionally. It's a pleasure doing business with them.

- 1.
- 2.
- 3.
- 4.

2. Make a list of your *worst* customers/clients.

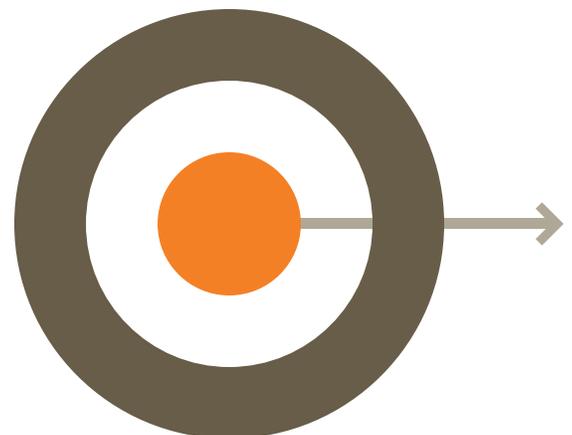
No matter how hard you work, these people are never satisfied. They have probably never recommended you to anyone. When the phone rings and it's them, your stomach sinks.

- 1.
- 2.
- 3.
- 4.

3. Write down the 3-5 personality traits or characteristics that those in list #1 (*best*) all have in common.

Disregard client size, worth and any demographic qualifiers they have—evaluate the first group emotionally. The traits must describe EVERYONE on your left list. At best, only one or two of these traits will describe one or two listed on the right (*worst*).

- 1.
- 2.
- 3.
- 4.
- 5.



Congratulations! You can now describe your best clients, your most loyal clients, the ones willing to pay you a premium for your products or services and recommend you to others. Your goal is to find more clients and customers that fit all these criteria and try to avoid those who don't.