

# GOLDEN CIRCLE



## WHEN? / OBJECTIVES ✕

It is a tool to change how we lead and how we communicate to inspire and create loyalty within the team and from our customers.

## TAKE INTO ACCOUNT ✕

Initially it focuses on communicating the purpose (WHY) of companies, their ways of doing (HOWs) and their products or services (WHAT) but it is very interesting as a tool for team alignment.

## WHAT DOES IT CONSIST ON? ✕

The Golden Circle is a tool inspired by Simon Sinek's theory "Start with Why" that helps us reflect on the "why" of our organization, of a new project, the value proposition of a product ... and align visions to face the action. Most organizations and leaders articulate their communication from what they do and how they do it, but not all from their Why. Starting from the why provides the opportunity to reach people from the emotional connection and to generate a better lasting relationship.

This tool can be very useful to define these three key elements, opening a meaningful dialogue in the group about the reasons for being of a project, the why of a product or even the why of a work team.

## STEPS >>>

1

Begin the dialogue in this order (although it is more natural to start with the What):  
**WHY:** Clearly explain why we do what we do; the purpose of our existence.

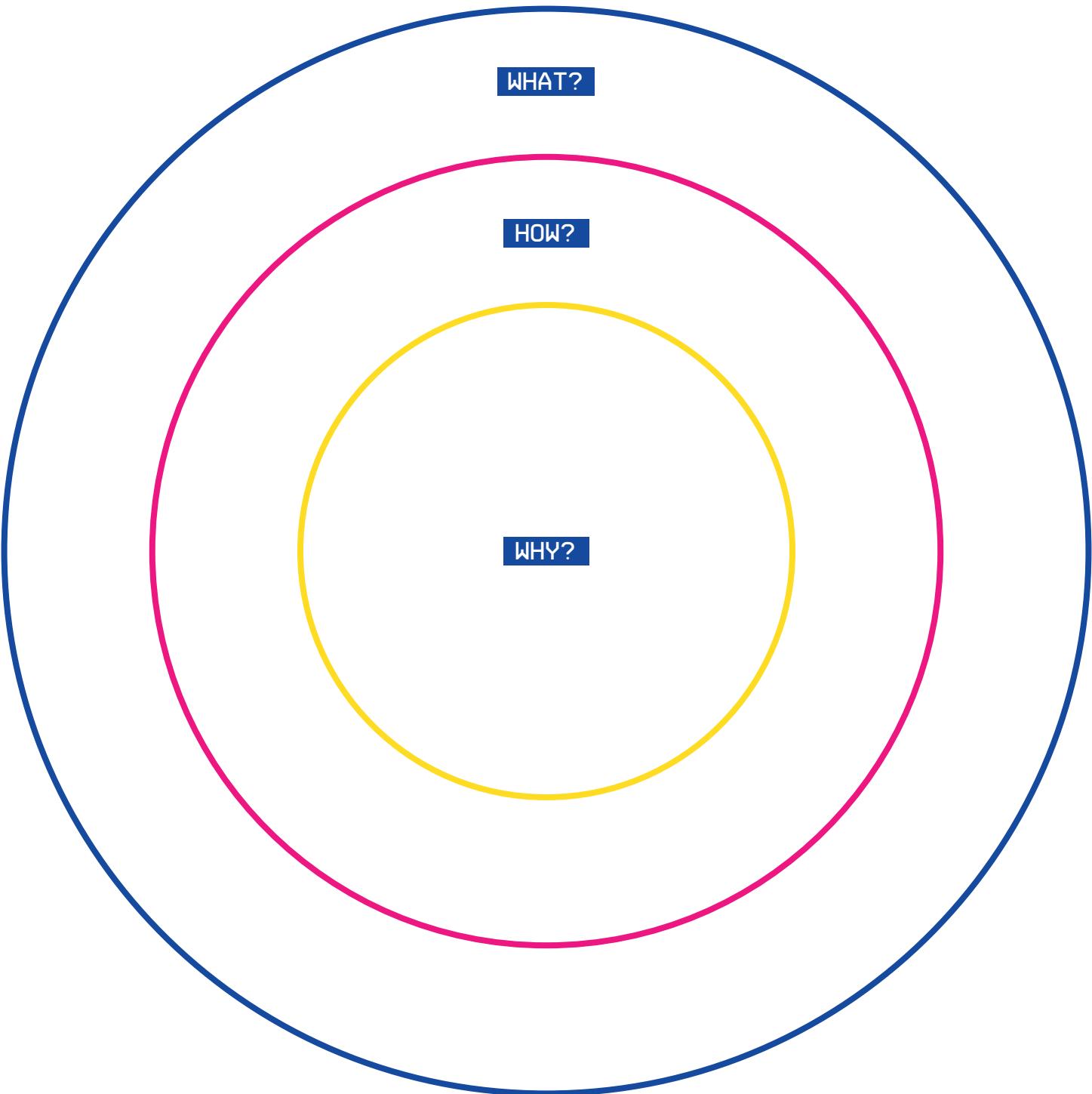
2

**HOW:** How do we do it? What makes us different; processes, quality or value proposition.

3

**WHAT:** What we do; our products and services.

# GOLDEN CIRCLE



THE  
FUTURE  
GAME

# BRAND LEVELS

