

FIND

A PRACTICAL GUIDE FOR DISCOVERING
PURPOSE FOR YOU AND YOUR TEAM

YOUR

SIMON SINEK

BESTSELLING AUTHOR OF *START WITH WHY*

DAVID MEAD and PETER DOCKER

WHY



Why do you do what you do?

Why do you get out of bed in the morning?

And why should anyone care?

It is one of life's greatest joys to wake up in the morning

Every morning

with a clear sense of why the day matters

Why every day matters.

This is what it means to find your Why.

It is the start of an inspiring journey

Your inspiring journey.

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FIND YOUR WHY

SIMON SINEK is an optimist who believes in a brighter future for humanity. His talk on TED.com is the third most watched talk of all time. Learn more about his work and how you can inspire those around you at StartWithWhy.com.

DAVID MEAD began as a corporate trainer. In 2009, he joined the Start With Why team to develop content to help Simon share his powerful ideas. Now he speaks and facilitates workshops to help shift people's perceptions about leadership and culture.

PETER DOCKER is a former senior Royal Air Force officer and professional pilot. Since joining the Start With Why team in 2011, Peter has worked with organizations around the world to help them articulate their purpose, educate their leaders and to create cultures where each individual thrives.

ALSO BY SIMON SINEK

*Start with Why:
How Great Leaders Inspire Everyone to Take Action*

*Leaders Eat Last:
Why Some Teams Pull Together and Others Don't*

*Together Is Better:
A Little Book of Inspiration*
(illustrated by Ethan M. Aldridge)

FIND YOUR WHY

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PURPOSE FOR YOU AND YOUR TEAM

Simon Sinek

with David Mead and Peter Docker



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FOREWORD

by Simon Sinek

Fulfillment is a right and not a privilege. Every single one of us is entitled to feel fulfilled by the work we do, to wake up feeling inspired to go to work, to feel safe when we're there and to return home with a sense that we contributed to something larger than ourselves. Fulfillment is not a lottery. It is not a feeling reserved for a lucky few who get to say, "I love what I do."

For those who hold a leadership position, creating an environment in which the people in your charge feel like they are a part of something bigger than themselves is your responsibility as a leader. For those who work for an organization that does not leave you feeling inspired at the beginning and end of every day, you must become the leader you wish you had. Regardless of our rank in the organization, every single one of us has at least one colleague, client or vendor for whom we can take some responsibility for how they feel when they work with us. The goal is not to focus on what's standing in your way; it is to take steps that will have a positive and lasting effect on everyone around us.

The concept of WHY is a deeply personal journey born out of pain. I discovered the idea at a time when I had lost any passion for my work. The advice people gave me wasn't helpful either: "Do what you love," "Find your bliss," "Be passionate." All accurate—but totally un-actionable. I agreed with all the advice in theory, but I didn't know what to change. I didn't know what to do differently on Monday. And that's the reason the WHY has been and continues to be such a profound force in my life. Not only did discovering my WHY renew my passion, it gave me a filter to make better decisions. It offered me a new lens through which I would see the world differently. And it was through this lens—to inspire people to do what inspires them so that together each of us can change our world—that I started preaching the concept of WHY and the Golden Circle. And people listened. In fact, people did more than listen, they joined me in preaching this message, sharing the vision. And our movement was born.

The TED Talk I gave in 2009 helped spread the idea to more people, and my first book, *Start with Why*, made the case for WHY in much greater depth. People and organizations who know their WHY enjoy greater, long-term success, command greater trust and loyalty among employees and customers and are more forward-thinking and innovative than their competition. The concept of WHY and the Golden Circle became a huge piece of the puzzle to advance this world I imagined. But there was a problem.

Though I was able to make the case for the existence and the power of WHY, and though I could help some people and organizations discover their WHY, I wasn't able to get to or help as many people as we needed to if we are to have an impact in

lots of people's lives. My team built upon what I started. They made my process even better. They started helping people. They even developed an online course to help people discover their WHY. But even that wasn't enough.

That's the reason this book exists. If *Start with Why* makes the case for the WHY, *Find Your Why* provides the steps to show people how to actually do it. And just as *Start with Why* illustrates, though I may be the guy with the idea, I don't know how to bring it to life at scale. That's where David and Peter come in.

Peter Docker and David Mead joined me on this journey because they were inspired by the world I imagined. Both have a unique skill set to help bring my vision—*our* vision—to reality. I may have figured out how to help one person learn their WHY, but it was David and Peter that figured out how to help a room of sixty people, for example, find their WHY.

David knows how to make things work. Years ago, inspired by one of my talks, he started developing workbooks and building training programs to help the people at his then-company. He did this without ever asking me or anyone else for help. Once I got wind of what he had done, I was blown away by how deeply he understood my ideas and his ability to put them into practice.

Peter retired from the Royal Air Force and wanted to continue a life of service in the private sector. He discovered my work and reached out to simply say how much it inspired him. He has combined my ideas with work he was already doing to amplify its impact. Soon after we met, he started mentoring folks on our

team just out of the goodness of his own heart. His work was so good that we started using many of his ideas to help build our company and grow our movement.

Both eventually joined our team and a deep friendship formed between the two of them. Their collective genius has taken my work and made it even better. So when the opportunity came to write a follow-up guide to *Start with Why*, I turned to David and Peter to help. These guys are the “how” to my “why.” And I love that our movement has given them the ability to share their expertise with so many more people.

This book has been years in the making. Peter and David have traveled the world to talk about the WHY and work closely with individuals and organizations to help them understand, discover and use the concepts. They have heard the questions, discovered the roadblocks and found better and better ways to advance the vision. And that’s where you come in.

If we are to profoundly change the way in which the business world works, if we help organizations create cultures in which trust and cooperation are the norm rather than the exception, if we are to build the world we imagine, we will need help. Lots of it. Though the work my team is doing is making a dent, we alone will be unable to create the kind of change necessary. It will take an army.

David and Peter wrote this book to be a practical guide. A complete self-contained handbook that gives any person the pieces they need to discover and articulate their WHY. We designed the book with lots of space in the margins so that you

can take notes along the way. Fill in the blanks, dog-ear the pages, highlight as you go. Don't be precious about it.

Find Your Why is a journey. Though all the how-to steps may be in the book, it's going to take work and patience to really get it. Remember, this book is a guide. Follow the steps, learn the concepts and absolutely tweak as you go to make the process your own. If you find something that works better for you, do it!

Think of this book as the gun that fires at the beginning of the race. That bang fills you with excitement and energy as you set off. But it is the lessons you will learn as you run the race—as you learn to live your WHY—that will inspire you and show you what you are capable of. And remember the most important lesson. The goal is not simply for you to cross the finish line, but to see how many people you can inspire to run with you.

There is an entire section in the bookshop called “self-help,” but there is no section called “help-others.” This is what we are all doing together—we are pioneering the help-others industry. For all of the people who want to learn their WHY, who want their companies to start with WHY, who want to help others find their WHY . . . for all of the people who want to help build a world in which the vast majority of people wake up inspired to go to work, to feel safe when they are there and to return home fulfilled by the work they do . . . I say welcome. The more of us who raise our hands and say, “Count me in,” the greater the chance that we will build the world we imagine. You in?