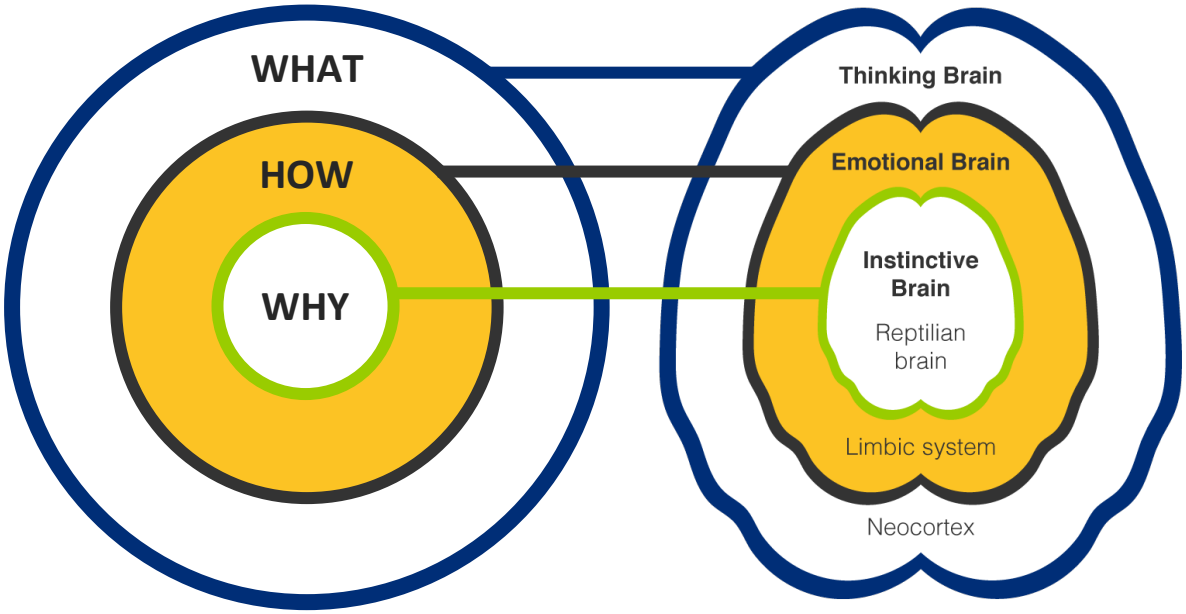
Finding your ‘why’

Simon Sinek is an author and motivational speaker on leadership and organisational behaviour. His TED talk “How great leaders inspire action” is the third most popular in the world and was the catalyst for his book “Start with why”. Here, Simon introduces the concept of the Golden Circle, which proposes that people don’t buy into what you do, they buy into *why* you do it, but finds we often do the opposite.

The reason why the Golden Circle is so powerful is because it directly correlates with the way our brain is wired. If you look at a top-down cross section of a brain (see image below) you will see that it is split into 3 major components. Our newest thinking brain, our Neocortex, corresponds with the “what” level as it is responsible for rational and analytical thought. The middle 2 sections, our Emotional and Instinctive brains, make up our limbic system that are responsible for all of our feelings like trust, loyalty as well as basic decision-making behaviour. When we communicate from an outside in perspective, people can understand what we are saying, but it **doesn’t** drive behaviour. When we communicate from the inside out, we’re talking directly to the part of the brain that controls behaviour and is the driver of our ‘gut decisions’.



Applying this to your career

The Golden circle can be applied at an individual when thinking about your career. Instead of thinking about what job or career you want, you instead ‘Start with why’ you want to what you want to do, which can lead to insights into how you can live your why in your career, which often leads to some surprising options.

Helping you find your why

Over the coming pages we have some exercises to help you find your why. In simple terms your why articulates your purpose, your beliefs and what really drives you to behave the way you do. Understanding these core questions about yourself can really help you focus on your future career.