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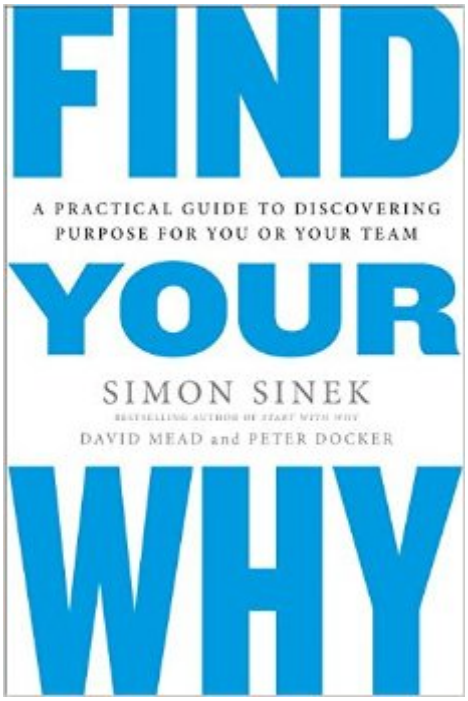
Find Your Why: A Practical Guide To Discovering Purpose For You Or Your Team



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Synopsis

The next steps to apply the life-changing lessons of the bestseller Start With Why. Â With Start With Why, Simon Sinek started a movement to inspire people to do the things that inspire them. Millions of people now understand the concept of the Golden Circle. This book is designed to help those inspired by the message find their Why and bring it to life in both their careers and organizations. Now, along with two colleagues, David Mead and Peter Docker, Sinek has created a guide to the most important step any business can take: finding their Why. Â This easy-to-follow guide starts with discovering your personal Why, and then expands to articulating your organization's Why. With detailed instructions for every step of the process, the book also answers common concerns, such as: What if my Why sounds like my competitor's? Can I have more than one Why? And, if my work doesn't align with my Why, what do I do? Â Whether you're entry level or a CEO, whether your team is run by the founder or a recent hire, these simple steps will lead you on a path to a more fulfilling life and long-term success for you and your colleagues. Â Visit startwithwhy.com for more inspiration.

Book Information

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