



# **Start With Why: Summary of the Key Ideas - Original Book by Simon Sinek: How Great Leaders Inspire Everyone to Take Action**

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Some businesses are more successful than others and are able to build a loyal customer base that helps them get through tough times. To achieve this, the author explains the golden circle and ways to convince others of your idea. He argues that everything has to start with WHY, whether it is about the business itself, customers or employees. This strategy can be utilized by companies to achieve long-term success.

Who should read this book:

- Entrepreneurs who seek to establish a successful business.
- Anyone interested in learning how to inspire others and achieve long-term success.
- Anyone who wants to find fulfillment in the work they do.

In this summary:

Chapter 1: Leaders choose to inspire, not to manipulate

Chapter 2: Motivate others by using the golden circle

Chapter 3: A successful business requires clarity, consistency and discipline

Chapter 4: In a culture of trust, people will be more motivated

Chapter 5: People on all levels need to represent and communicate the WHY

Chapter 6: A brand should be consistent and not deviate from what it stands for

Chapter 7: Companies often experience a split during the growth process

Chapter 8: Leaders need to make sure the business can survive without them

Chapter 9: Maintaining the WHY will lead to success

Chapter 10: Final Summary

Evolvo opinion

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