

Simon Sinek

YOU HAVE TO HAVE
GENERAL INTEREST IN
PEOPLE

WHAT DO YOU BELIEVE ABOUT PEOPLE?

All relationships are the same

People are people you build trust the same way

We are remarkably consistent → skills are transferable

You have to ask questions and then stop and listen

Be genuinely interested in what people have to say

PEOPLE GET WHAT THEY WANTED AND IT ISN'T IT

They have to figure out why they want it

Are you driven selfishly?

Are you spending all your time perusing a goal and sacrifice relationships in the process?

Money doesn't buy happiness

Money is important to a level → have to eat but
also don't let it kill your soul

A WHY IS ALWAYS
AN ACT OF SERVICE

YOUR BIG WHY

You are who you are from late teens and as we grow we need to stay who we are in your car.

WHAT DOES A WHY LOOK LIKE

Everyone has one but the part of the brain where it lives is the same place you have a gut feeling

Finding your why is panning for gold

Remind yourself of your why before you do anything

WRITE DOWN YOUR WHY SO YOU
LIVE WITH PURPOSE ON PURPOSE.

PEOPLE DON'T
BUY WHAT
YOU DO,
THEY BUY
WHY YOU
DO IT.

SIMON SINEK

HOW DO YOU FIND YOUR WHY

Friends exercise

Go to one of your best friends and ask them why as we friends?

What specifically isn't about me that make you there for me no matter what?

Ask it over and over until they say how you make them feel.

PEOPLE DON'T BUY WHAT YOU DO THEY BUY WHY YOU DO IT.

How do you share that with others.

Storytelling. It's all based on story telling.

How you tell the story → what is the context.

PEOPLE RELATE
TO STORIES.

LEADERSHIP: WHAT ARE WE GETTING WRONG

We're over, indexed individualism

Leaders have made it all about them and not the team

Prioritized goals and metrics over meaning + purpose

We don't teach people how to lead

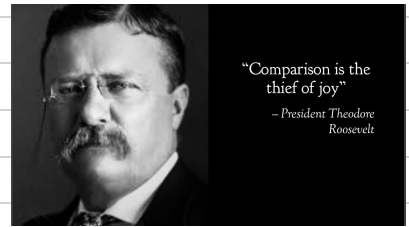
We don't teach leadership → we teach management

Consistency of learning

We need to teach human side of things

The way you care for people shows up in
the way you lead.

You just need one person have your back



NEED TO KNOW WHY → NOT
JUST BE OUTCOME FOCUSED

YOU NEED TO MAKE PEOPLE FEEL SAFE.

WHERE DOES ALL THIS COME INTO PRACTICE? The numbers

You have to know who you are doing it for and why

It's okay to measure progress → but you need to know who you it are doing for
THAT DRIVES IMPACT.

ARE WE BEING BETTER
FRIENDS TO PEOPLE?

You cannot misprioritize friendships

Do we fight for our friendships as much
as other relationships.

ALL WE NEED TO DO IS CONNECT
WITH SOMEONE FOR 5 MINUTES TO
MAKE SOMEONE FEEL NOT ALONE.

if you aren't sure where to start you have to start with accountability

Call the friends and say I haven't been a great friend to you and I love you

WHAT WAS ON YOUR MIND GOING INTO TODAY?

Woke up with gratitude

Don't get stuck in the crap.

SOCIAL MEDIA

Do it the way you want to do it for better long term impact.