

“Start With Why: How Great Leaders Inspire Everyone To Take Action” By Simon Sinek

Ivo Dias de Sousa, 19/05/2014

Summary:

“Start With Why: How Great Leaders Inspire Everyone To Take Action”, is a book written by Simon Sinek, who is one of my favourite non-fiction authors ever. Simon Sinek gave one of the most popular TED Talks ever How great leaders Inspire action that gathered seventeen million views. The TED Talk gives you a good taste what the book is about. He develops an activity as consultant for companies like Microsoft and 3M and collaborates with media like The New York Times and FastCompany.

The book of Simon Sinek revolves around three questions from a business point of view:

What?

How?

Why?

Throughout the book the author argues that “Why” should be central to what companies do. The “How” and “What” should then derive from do “Why”. The intention is that organizations should inspire workers and customers to act.

<http://www.intelligenthq.com/leadership/start-great-leaders-inspire-everyone-take-action-simon-sinek/>