**Cornell Note-Taking Format**

**Subject:**  Start with WHY – Simon Sinek, <https://www.youtube.com/watch?v=nokBj14p4Mc> **Date:** February 3, 2023

Essential Question: What can leaders (individuals or organizations) do to inspire?

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| **Main Ideas**   | **Details**  |
|  The golden circle – outer circle is the WHAT, second inner circle is the HOW, middle core circle is the WHYPeople don’t buy what you do, they buy why you do it. Relationships are born out of beliefs and valuesMost basic human need – the feeling of belongingThe goal of doing business (transactional, innovative, collaborative) is to inspire those to believe what you believeGolden Circle - we want to find someone (indv/org) to inspire us, and for those who want to inspire those around them | Great and inspiring leaders and orgs in the world, they all think act comm in the same way – complete opposite to anyone else. The golden circle – WHY, HOW (tactics), WHAT(strategy)Orgs know what they do, some know how they do it (value proposition), very few know why they do what they do (what is their purpose, cause, belief – why do you exist)We go from the outside in, but inspired orgs all think act communicate from inside out – the lead with their why. People don’t buy what you do, they buy why you do it. The goal is to do business who believe what you believeResearch shows:Limbic brains are responsible for feelings, human behaviour, decision making, no capacity for language – communicate directly to the brain that controls behaviourGut decisions, what feels rightLeading with heart/soul – actually your brain, limbic systemMost basic human need – the feeling of belongingLeadership is the ability to talk about what you believe! People are drawn to you bc you are able to put into words and establish trust – leadership puts our own desires/values into words. Link between leadership and communication – those who can talk about what they believe can lead. We’re protective of those who believe what we believe – we go to bat for each other, our survival depends on itOur early adopters on the diffusion of innovation are more likely to trust their gutLate majority are questionersLike is rational, love is emotionalTap into limbic brain to use the why to create emotion behind leadership, org valuesRisk and vulnerability require communicationPara social relationship – one person knows more about the other person, you form a strong bond but it’s one sidedFeelings associated are real Opportunity for innovation is to bring people together to work together to solve problemsThey need to believe what you believe – you need to articulate what you believe, your visions, to have them tell others about it, they understand youRelationships are born out of beliefs and valuesThere are leaders and those that leadLeaders hold a position of power or influence. Leaders who lead are those who inspire us – indiv or orgs, we follow them because we want to, for ourselvesGolden Circle - we want to find someone (indv/org) to inspire us, and for those who want to inspire those around them |
| **Summary:**  How do leaders inspire? They lead with their WHY. We follow them because they are able to communicate their values and beliefs. They establish connection and feelings of belonging. This is rooted in science because the limbic brain that controls behaviour connects to the emotions. Leaders who lead are those who inspire us, we want to follow not for them, but for us. They have established community, a trusting environment that you feel connected and drawn to. |