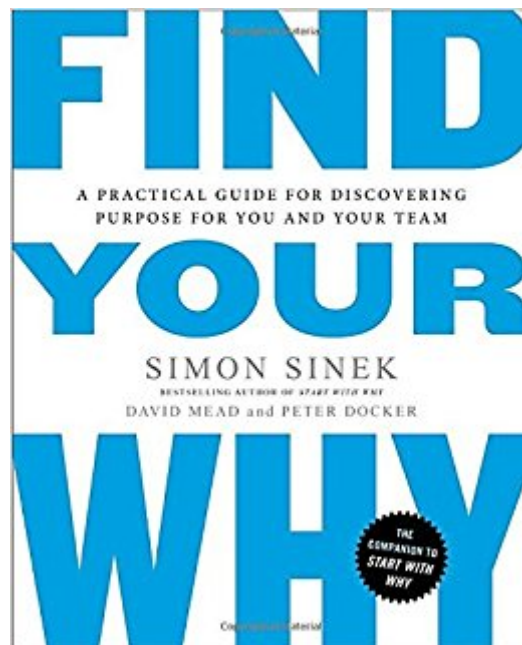




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Find Your Why: A Practical Guide For Discovering Purpose For You And Your Team



Synopsis

Start With Why[®] has[®] led[®] millions of readers to[®] rethink everything they do[®] “ in their personal lives, their careers and their organizations. [®] Now[®] Find Your Why[®] picks up where Start With Why left off. It[®] shows you how to[®] apply Simon Sinek[™]s powerful[®] insights[®] so that you can find more inspiration at work -- and in turn inspire those around you. [®] I[®] believe[®] fulfillment is a[®] right and not a[®] privilege. We are all entitled to wake up in the morning inspired to go to work,[®] feel safe when we[™]re there and return home fulfilled at the end of the day.[®] Achieving that fulfillment starts with understanding exactly[®] WHY[®] we do what we do.[®] [®] As Start With Why has spread around the world, countless[®] readers have asked me the[®] same[®] question: How[®] can I apply[®] Start With Why[®] to[®] my[®] career, team,[®] company[®] or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created[®] this[®] hands-on, step-by-step guide[®] to[®] help you find[®] your WHY. With detailed[®] exercises, illustrations, and[®] action steps for[®] every stage[®] of the process,[®] Find Your Why[®] can help you address many important concerns, including: [®] * What if my WHY sounds[®] just[®] like my competitor[™]s? * Can[®] I[®] have more than one WHY? * If my work doesn[™]t match my WHY, what[®] should[®] I do? * What if my team can[™]t agree on our WHY? [®] Whether you've just started your first job, are leading a team, or are CEO of your own company, the exercises in this book will[®] help[®] guide[®] you on a path to long-term success[®] and fulfillment, for[®] both you and your colleagues.[®] [®] Thank you for joining[®] us as we work together to[®] build a world in which more people[®] start with WHY. [®] Inspire on!--[®] Simon

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SIMON SINEK is an optimist, teacher, writer, and worldwide public speaker. His first three books - *Start With Why*, *Leaders Eat Last*, and *Together is Better* - have been national and international bestsellers. His first TED talk, based on *Start With Why*, is the third most-viewed TED video of all time. Learn more about his work and how you can inspire those around you at StartWithWhy.com. PETER DOCKER is a former senior Royal Air Force pilot turned leadership consultant and executive coach. DAVID MEAD has presented to over 80 organizations in a wide variety of industries and co-hosts the *Start With Why* podcast.

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