



Start with Why: How Great Leaders Inspire Everyone to Take Action
By Simon Sinek

Do you want to lead well in your ministry, team, church or organization? This book challenges you to answer the question that matters most to lead towards the things that matter most.

“There are leaders and there are those who lead. Leaders hold a position of power or influence. Those who lead inspire us. Whether individuals or organizations, we follow those who lead not because we have to, but because we want to. We follow those who lead not for them, but for ourselves. This is a book for those who want to inspire others.”

“Great leaders...are able to inspire people to act. Those who are able to inspire give people a sense of purpose or belonging that has little to do with any external incentive or benefit to be gained.” (pg. 6)

Clarifying your WHY:

Most companies, organizations and teams are clear about WHAT they do. But very few can clearly articulate WHY they do it.

“Products with a clear sense of WHY give people a way to tell the outside world who they are and what they believe. Remember, people don’t buy WHAT you do, they buy WHY you do it. If a company does not have a clear sense of WHY then it is impossible for the outside world to perceive anything more than WHAT the company does.” (pg. 64)

Finding good fits for an organization or company:

Why do some people fit well in an organization and others do not? If we could determine the key factors of what makes a good fit, we could help choose the right people for our organization and teams and save both ourselves and the other people the frustration of a bad fit. To do this, we must be clear on WHY we do what we do, not just WHAT we do. *“We do better in cultures in which we are good fits. We do better in places that reflect our own values and beliefs. ...the goal is not to hire people who simply have a skill set you need, the goal is to hire people who believe what you believe.” (pg. 90)*

An example of this principle in action was when Ernest Shackleton’s ran an ad for crew members to go on an exploration voyage. “His did not say WHAT he was looking for. His ad did not say: *“Men needed for expedition. Minimum five years’ experience. Must know how to hoist mainsail. Come work for a fantastic captain.”...His actual ad ran like this: “Men wanted for Hazardous journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honour and recognition in case of success.” The only people who applied for the job were those who read the ad and thought it sounded great. They loved insurmountable odds. The only people who applied for the job were survivors. Shackleton hired only people who believed what he believed.” (pg. 92)*

When we recruit or hire, we need to share the WHY behind what we do so it draws people with the same heart and desire.

WHY acts like a filter:

When you have a clearly defined WHY, each decision can be filtered through it. Does this activity help us fulfill our reason for existence? If no, the activity is passed up. *“With a WHY clearly stated in an organization, anyone within the organization can make a decision as clearly and as accurately as the founder. A WHY provides the clear filter for decision-making.”*

If we don't have a clearly defined WHY, every choice is a viable choice. There is nothing to filter it by. Because of this, many teams, organizations and individuals are involved in activities and ministries that are not helping them achieve the greatest end. They are good activities, but not the best. The only way to filter the good from the best is to know the WHY behind what we do.

For an excellent TED Talk on the book visit [HERE](#).