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**Sunrise Session 05**

**The Golden Circle:**

**How To Inspire Action By Moving From What To Why**

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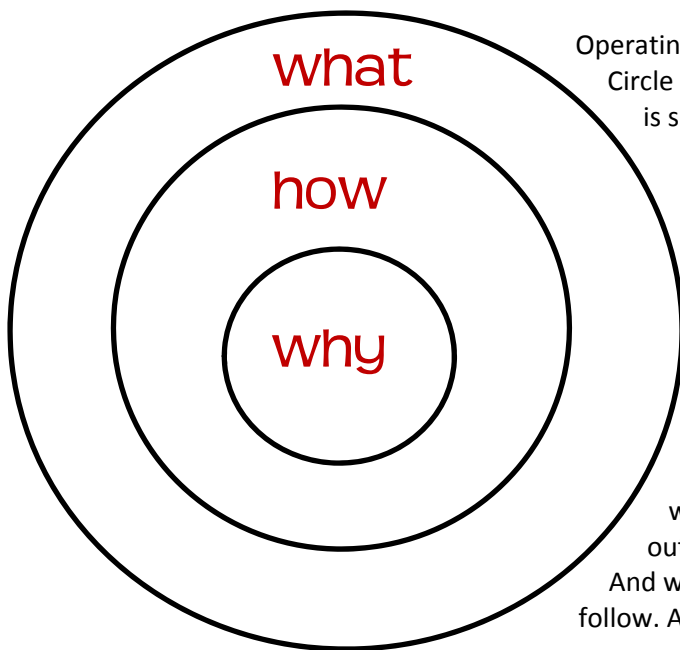
**Naples, Florida**

# The Golden Circle: How to Inspire Action by Moving from What to Why



Based on the book *Start with Why* by Simon Sinek

Most people define themselves by **What** they do – direct a trauma program, run a fortune 500 company or drive a bus. However, we inherently know that **What** we do is not enough. So, in an attempt to distinguish ourselves, we explain **How** we do **What** we do--by pointing to particular experiences, skill sets or expertise, for example (**What** and **How** are generally found on resumes).



Operating from **What** and **How**, from the outside-in of the Golden Circle does not, in reality, make us effective leaders. By itself, it is simply not authentic.

That's where the **Why** comes in. **Why** is your Purpose—your driving motivation for action.

By operating from the inside-out of the Golden Circle, we can effectively change the manner in which patients, colleagues, employees and other stakeholders will perceive us.

When our **Why** is clear, when we are disciplined in **How** we pursue it and when **What** we do is consistent, the outside world understands our **Why** as clearly as we do. And when that happens, more and more people are inspired to follow. And that is authentic leadership!

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**For the Golden Circle to be most effective, to truly inspire, you must remember two things:**

**#1 - Order Matters:** Simply understanding the **Why** is not enough. You must start with **Why** and then think, act and communicate from the inside out of the Golden Circle.

**#2 - Balance:** All 3 levels of the Golden Circle must be in balance. This means you must have clarity, discipline and consistency.

## **Clarity of WHY:**

- Purpose, cause or belief
- The Why is the single driving motivation for action

## **Discipline of HOW:**

- Values or guiding principles
- Hows are the specific actions that are taken to realize the Why

## **Consistency of WHAT:**

- Tangible proof or results
- Whats are the tangible manifestations of the Why