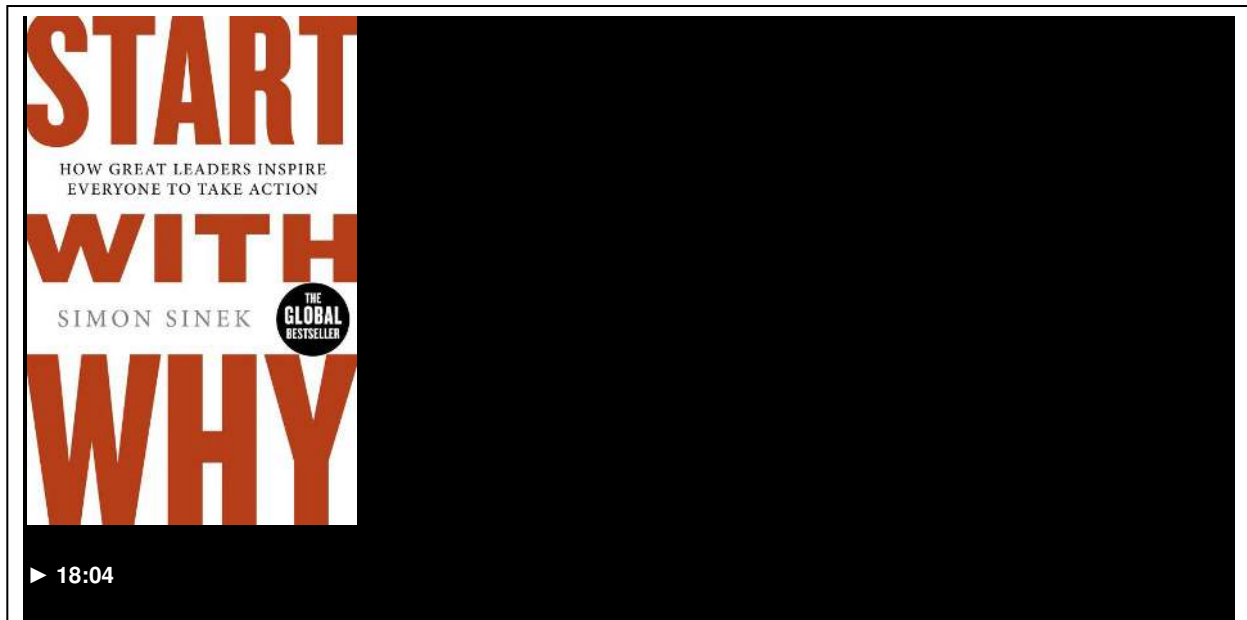


## Media...Start with WHY.

A **TED talk** with Simon Sinek [18:04].

Simon Sinek has made a big impression with his TED talk, *Start With Why*. He asks the basic question about why do we do projects, why do we start action programs, why do we initiate enterprises? We spend time and energy on strategies and action programs but skip the step of asking why are we doing this? What is our motivation, our vision, our purpose?

[VIEW THE TED TALK...](#)



[Simon Sinek: How great leaders inspire action | TED Talk](#)

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Simon Sinek has a simple but powerful model for inspirational leadership -- starting with a golden circle and the question "Why?" His examples include Apple, Martin Luther King, and the Wright brothers ...

This talk was presented to a local audience at TEDxPuget Sound, an independent event. TED's editors chose to feature it for you.

### MORE RESOURCES

#### BOOK

[Buy the book from Amazon →](#)