



WHY

Start With Why

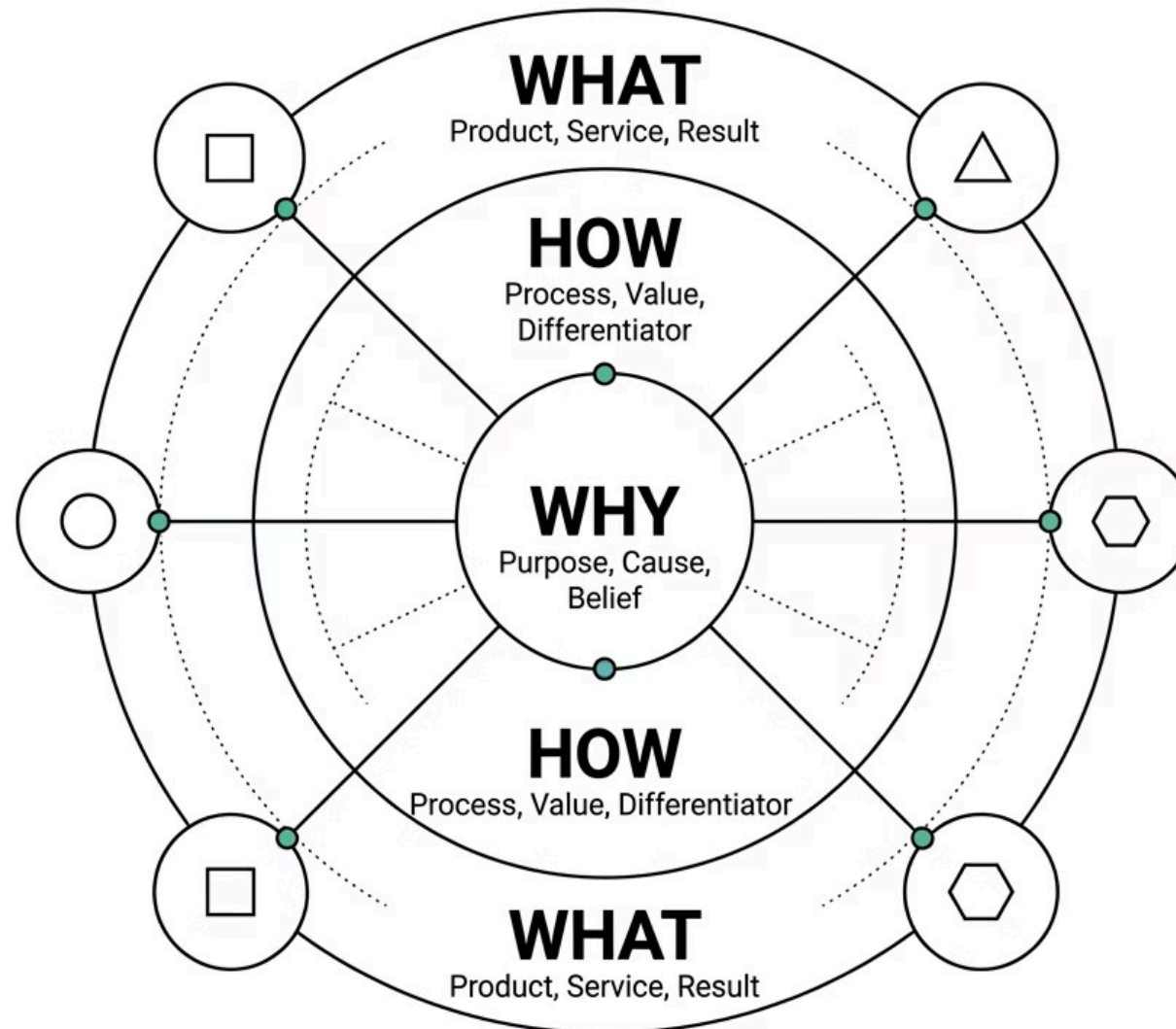
The pattern behind every leader who inspires action

BASED ON SIMON SINEK'S GOLDEN CIRCLE

Content by Simon Sinek | distilled by Jared Byrd Sr | Allbyrd.com

The Golden Circle

Three rings.
One question changes everything.



Most people and organizations know **WHAT** they do. Some know **HOW** they do it. Very few know **WHY** they do it — and that is the difference that inspires.

In today's "how are we leveraging AI" boardroom talk, it's easy to get caught up in the WHAT and HOW. Simon's Leading with WHY from 2011 is more important than ever before. - JB

The Flip

Same facts. Opposite outcome.

Most Communicate

WHAT → HOW → WHY

Start with the product. Hope people care enough to ask why.

Inspired Communicate

WHY → HOW → WHAT

Start with belief. Let the product be the proof.

The order of information changes everything about how it is received.

It Is Biology, Not Marketing

The part of you that decides has no words.

Neocortex

Processes **language, logic, and rational thought**. This is where the WHAT lives. It can explain everything — but it does not drive decisions.

Limbic Brain

Controls **trust, loyalty, gut feelings, and decisions**. This is where the WHY lives. It has no capacity for language — only feeling.

- ① When you lead with WHY, you speak directly to the decision-making part of the brain — bypassing skepticism entirely.

Wright Brothers vs. Langley

Belief beat the résumé on **December 17, 1903.**

SAMUEL LANGLEY

\$50,000

Funded by the U.S. War Department

Harvard Seat

Academic prestige and institutional backing

Smithsonian + NYT

Full media and institutional coverage

Quit

Gave up the same day the Wrights succeeded

ORVILLE & WILBUR WRIGHT

Bicycle Shop

Self-funded from their own small business

No Degrees

Neither brother held a college diploma

No Press

No reporters. No fanfare. Just belief.

First Flight 

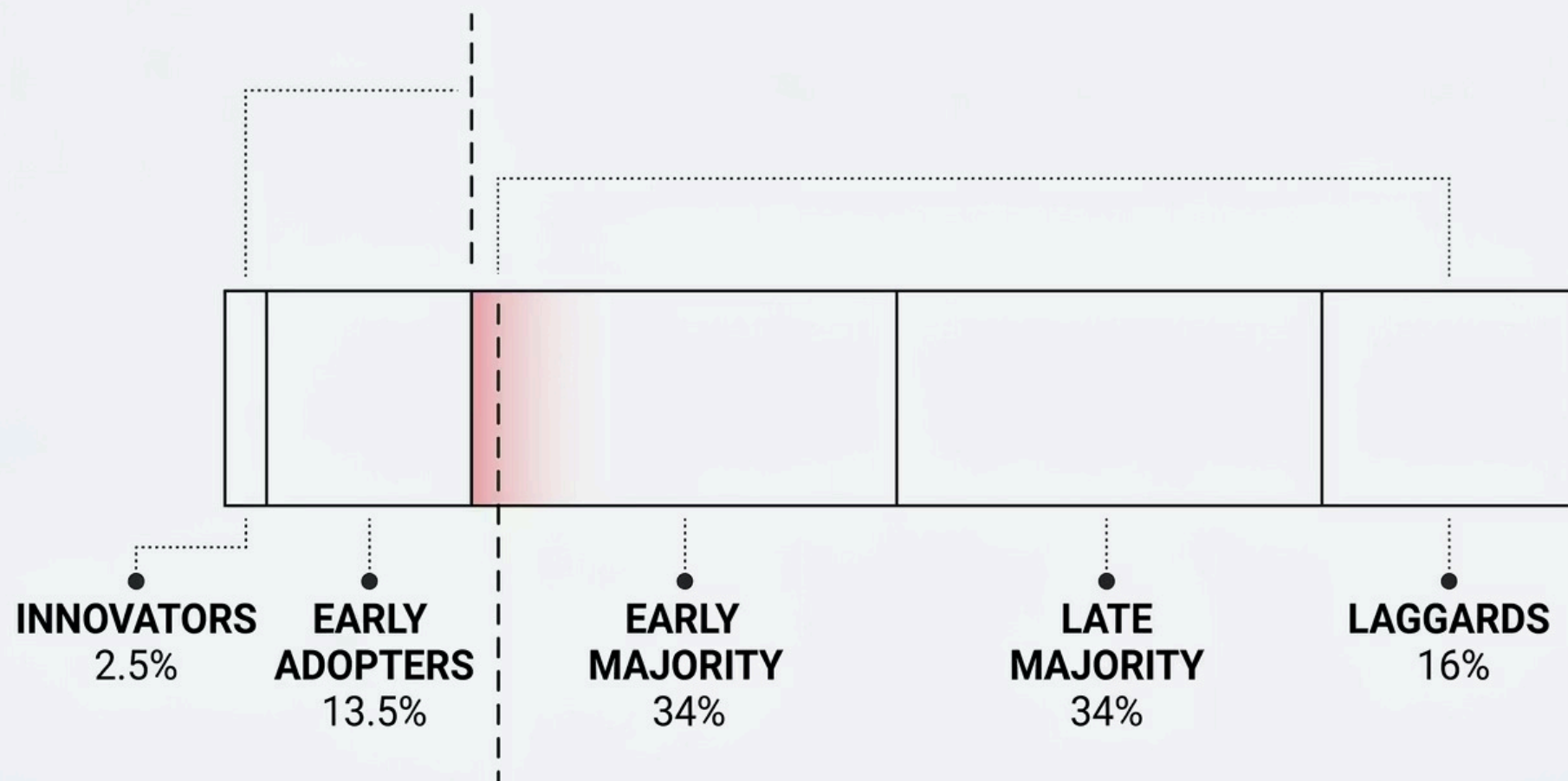
Changed the world on December 17, 1903

Langley wanted to be rich and famous.

The Wrights wanted to fly. **Purpose outlasts prestige.**

The Law of Diffusion

Win the believers first. The market follows.



2.5%

Innovators

First to believe

13.5%

Early Adopters

Spread the belief

15–18%

Tipping Point

Market tips here

34%

Early Majority

Follow the leaders

✔ You do not need everyone. You need enough believers to cross the tipping point — then the rest follows naturally.

Leaders vs. Those Who Lead

Leaders

Hold a **title**. Authority is given. Compliance is the result.

Those Who Lead

Hold a **belief**. Authority is earned. Inspiration is the result.

250,000 people showed up in Washington D.C. in 1963. None of them showed up for Dr. King. They showed up for **themselves** — because his belief reflected their own.

📌 People do not follow you because they have to. They follow you because your WHY mirrors their own.

The Takeaway

People don't buy what you do.
They buy *why* you do it.

01

Find Your WHY

Articulate the belief that drives everything you do.

02

Lead With It

Start every message, pitch, and conversation from the inside out.

03

Attract Believers

The right people will find you — and they will stay.

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