



WHY/GOLDEN CIRCLE

By focusing on the **why**, the tool can help you to identify the core purpose of your business.

Suggested time

Minimum 60 minutes

Materials

A2 or A3 version of the model, post-its, pens

Participants

Mentor and mentee

GROWTH JOURNEY

1 2 3

Onboarding

Sparring

Innovation

PERSONAL JOURNEY



We humans generally experience stronger motivation and ownership when we can see clearly **why** we do what we do – when there is a sense of purpose that we can identify with on a deeper level.

In the middle of a crisis, it can be tempting to look for quick fixes and short-term solutions; how can we solve the problems, what can we do here and now? The problem is that this kind of thinking will rarely lead to sustainable, long-term growth. In fact, it may be even more important to have a clearly defined purpose to guide you through a crisis. What is the reason for your company's existence?

The Golden Circle helps to maintain focus on the **why**, putting it at the centre of the circle, asking you to define the purpose of your business before you look for specific solutions. What is it that you hope to achieve in the long run? How does your company contribute to something greater than profit? It is possible to do this alone, but it is recommended to be at least two people for greater effect.

When you have a strong, clear and compelling **why**, you will be able to build a stronger relationship with your target group and thereby reach them on an emotional level.

STEPS

- 01 | Phrase a question that can guide you to identifying your **why**: “What is the purpose of my business? What drives me? What do I hope to achieve? What makes me get out of bed in the morning?”
- 02 | Come up with as many answers as possible to this question and write them on individual post-its.
- 03 | Look at your answers and merge them into a single sentence that captures the essence of your **why**. Write it down on a post-it and stick it in the middle of the circle.
- 04 | With the **why** in the middle, move on to the next circles: **How** can you achieve your why? Which approaches will help you? **What** are the specific products/services that will realise your **why**?
- 05 | Look at all three layers. Do they correspond or do you need to make some adjustments?



06

Re-visit and adjust your purpose/**why** over time. It will be of great value if you try to approach your purpose/**why** with different ways of generating knowledge. It is especially helpful to work with images and/or tangible objects to draw upon insights from your subconsciousness and intuition. E.g. mentor and mentee spend 5 minutes building the **why** in LEGO bricks individually. Then they interview each other. The listener takes notes. Afterwards swap your LEGO models and continue building to strengthen the story. Interview and take notes again. Then gather all notes and try to cluster them. Find insights/phrases that represent your purpose in the best possible way. Or you can work with **why** in a visual way, where you find images that represents your purpose. Base your dialogue upon these stories.

FACILITATION TIPS



SUPPORTING TOOLS

Persona: “Expand” it to also include the who. **Who** are the target audience/end users/clients of the products/services provided?

Uniqueness: To explore whether your purpose/why is unique or not.

Future Vision: To compare your purpose/why against future trends/scenarios to envisage the relevancy in 5, 10 or 15 years.



CO-CREATE

While the business owner is usually the person who has been thinking the most about the main purpose of the company, it can be helpful to include more people in this process. What does the management group think? What do the employees think? What about other professional contacts? How does your purpose affect the end-user and how do they relate to it?



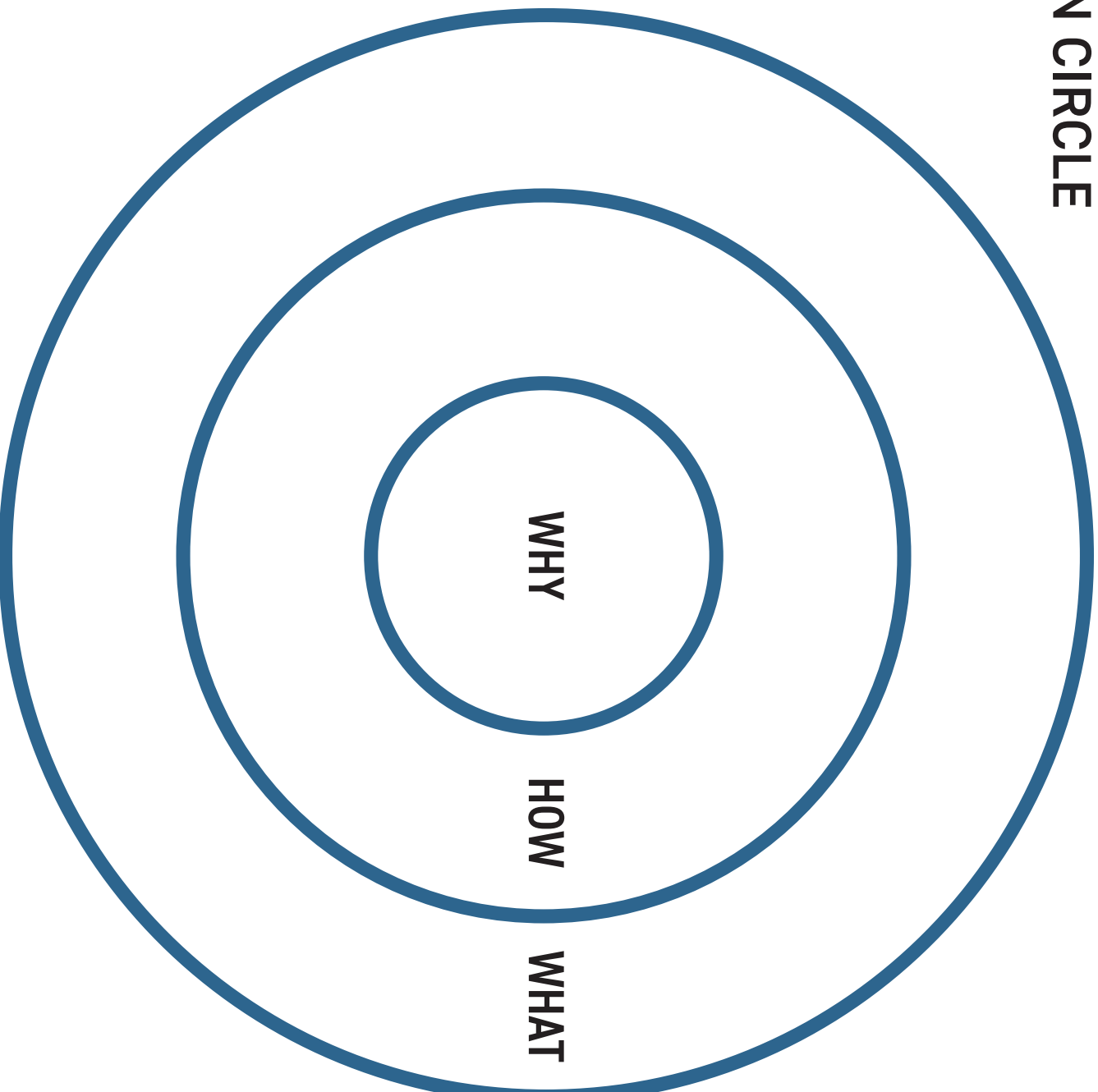
MOVE

Sometimes you should break the routine of always sitting around a table. Consider printing this model and hanging it on the wall. Use post-its when working with possible **whys** before you decide on the final version.

WHY/GOLDEN CIRCLE

Date:

Participants:



Simon Sinek launched his concept of WHY (The Golden Circle) in a TED Talk in 2009