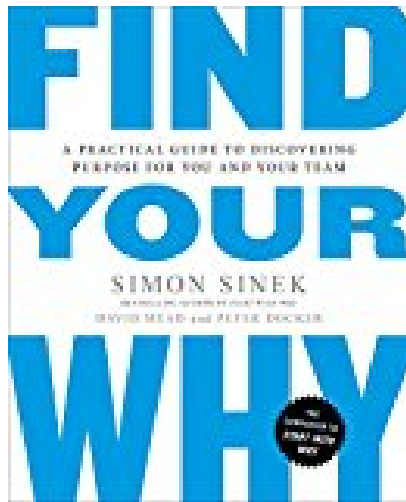


Find Your Why A Practical Guide to Discovering Purpose for You and Your Team



BOOK DETAILS

- Author : Simon Sinek
- Pages : 208 Pages
- Publisher : Portfolio
- Language : English
- ISBN : 0143111728

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BOOK SYNOPSIS

This paperback original workbook is the next step for applying the life-changing lessons of the mega-bestseller START WITH WHY, which has sold nearly a million copies worldwide. With START WITH WHY, Simon Sinek inspired a movement to build a world in which the vast majority of us can feel safe while we are at work and fulfilled when we go home at night. However, many people had one major question after finishing the book--how do you bring START WITH WHYs message to your own career and company? Along with two of his colleagues, Peter Docker and David Mead, Simon Sinek has created a hands-on guide to the most important step any business can take: finding your why. This engaging workbook starts with the search for your personal why, and then expands to helping your colleagues find your business why. With detailed instructions on every stage in the process, the workbook also answer common concerns, such as: What if my why sounds like my competitors? Can you have more than one why? And, if my work doesnt match my why, what do I do? Whether youre at entry level or a CEO, whether your team is run by the founder or a recent hire, the exercises in this book will lead you on a path to a more fulfilling life and long-term success for you and your colleagues.

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