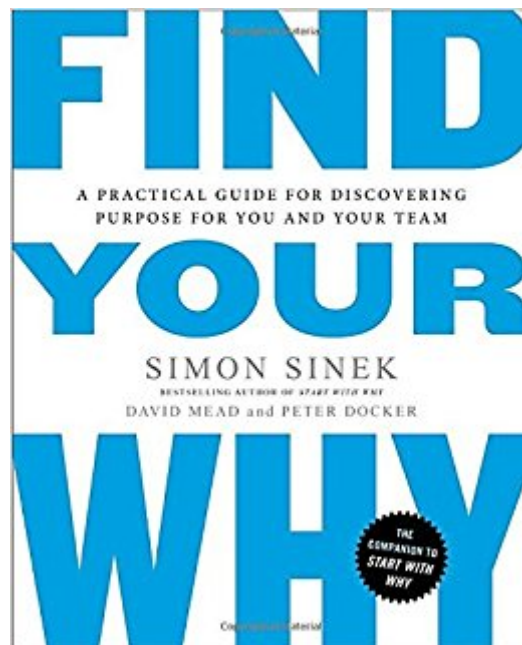




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# Find Your Why: A Practical Guide For Discovering Purpose For You And Your Team



## Synopsis

Start With Why<sup>®</sup> has<sup>®</sup> led<sup>®</sup> millions of readers to<sup>®</sup> rethink everything they do<sup>®</sup> in their personal lives, their careers and their organizations. Now<sup>®</sup> Find Your Why<sup>®</sup> picks up where Start With Why left off. It<sup>®</sup> shows you how to<sup>®</sup> apply Simon Sinek's<sup>®</sup> powerful<sup>®</sup> insights<sup>®</sup> so that you can find more inspiration at work -- and in turn inspire those around you. I<sup>®</sup> believe<sup>®</sup> fulfillment is a<sup>®</sup> right and not a<sup>®</sup> privilege. We are all entitled to wake up in the morning inspired to go to work,<sup>®</sup> feel safe when we<sup>®</sup> are there and return home fulfilled at the end of the day.<sup>®</sup> Achieving that fulfillment starts with understanding exactly<sup>®</sup> WHY<sup>®</sup> we do what we do.<sup>®</sup> As Start With Why has spread around the world, countless<sup>®</sup> readers have asked me the<sup>®</sup> same<sup>®</sup> question: How<sup>®</sup> can I apply<sup>®</sup> Start With Why<sup>®</sup> to<sup>®</sup> my<sup>®</sup> career, team,<sup>®</sup> company<sup>®</sup> or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created<sup>®</sup> this<sup>®</sup> hands-on, step-by-step guide<sup>®</sup> to<sup>®</sup> help you find<sup>®</sup> your WHY. With detailed<sup>®</sup> exercises, illustrations, and<sup>®</sup> action steps for<sup>®</sup> every stage<sup>®</sup> of the process,<sup>®</sup> Find Your Why<sup>®</sup> can help you address many important concerns, including: <sup>®</sup> \* What if my WHY sounds<sup>®</sup> just<sup>®</sup> like my competitor's<sup>®</sup>? \* Can<sup>®</sup> I<sup>®</sup> have more than one WHY? \* If my work doesn't<sup>®</sup> match my WHY, what<sup>®</sup> should<sup>®</sup> I do? \* What if my team can't<sup>®</sup> agree on our WHY? <sup>®</sup> Whether you've just started your first job, are leading a team, or are CEO of your own company, the exercises in this book will<sup>®</sup> help<sup>®</sup> guide<sup>®</sup> you on a path to long-term success<sup>®</sup> and fulfillment, for<sup>®</sup> both you and your colleagues.<sup>®</sup> <sup>®</sup> Thank you for joining<sup>®</sup> us as we work together to<sup>®</sup> build a world in which more people<sup>®</sup> start with WHY. <sup>®</sup> Inspire on!--<sup>®</sup> Simon

## Book Information

Paperback: 256 pages

Publisher: Portfolio (September 5, 2017)

Language: English

ISBN-10: 0143111728

ISBN-13: 978-0143111726

Product Dimensions: 7.4 x 0.6 x 9.1 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

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Best Sellers Rank: #700 in Books (See Top 100 in Books) #18 in<sup>®</sup> Books > Business & Money

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SIMON SINEK is an optimist, teacher, writer, and worldwide public speaker. His first three books - [Start With Why](#), [Leaders Eat Last](#), and [Together is Better](#) - have been national and international bestsellers. His first TED talk, based on [Start With Why](#), is the third most-viewed TED video of all time. Learn more about his work and how you can inspire those around you at [StartWithWhy.com](#). PETER DOCKER is a former senior Royal Air Force pilot turned leadership consultant and executive coach. DAVID MEAD has presented to over 80 organizations in a wide variety of industries and co-hosts the Start With Why podcast.

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