

What is your Why?

How do you explain when things don't go as we assume? Or better, how do you explain when others are able to achieve things that seem to defy all of the assumptions? For example: Why is Apple so innovative? Year after year, after year, they're more innovative than all their competition. And yet, they're just a computer company. They're just like everyone else. They have the same access to the same talent, the same agencies, the same consultants, the same media. Then why is it that they seem to have something different?

Simon Sinek consider these questions came up with an answer, he calls the golden circle.

Why? How? What?

This idea explains why some organizations and some leaders are able to inspire where others aren't. Every single person, every single organization on the planet knows what they do, 100 percent. Some know how they do it, whether you call it your differentiated value proposition or your proprietary process or your USP. But very, very few people or organizations know why they do what they do. And by "why" I don't mean "to make a profit." That's a result. By "why," it is meant: What's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care? As a result, the way we think, we act, the way we communicate is from the outside in. We go from the clearest thing to the fuzziest thing. But the inspired leaders and the inspired organizations -- regardless of their size, regardless of their industry -- all think, act and communicate from the inside out.

For example, look at how Apple actually communicates. "Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We just happen to make great computers. Want to buy one?" What it proves to us is that people don't buy what you do; people buy why you do it.

In John Scottus, we could say that our Why is to discover your true Self, your inner greatness. In addition the How is to develop good learning habits and the what is the provision of an excellent learning and teaching environment.

So today I ask you to consider your why, your how and your what?

Hence, the challenge for this week is to ask yourself the question:

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