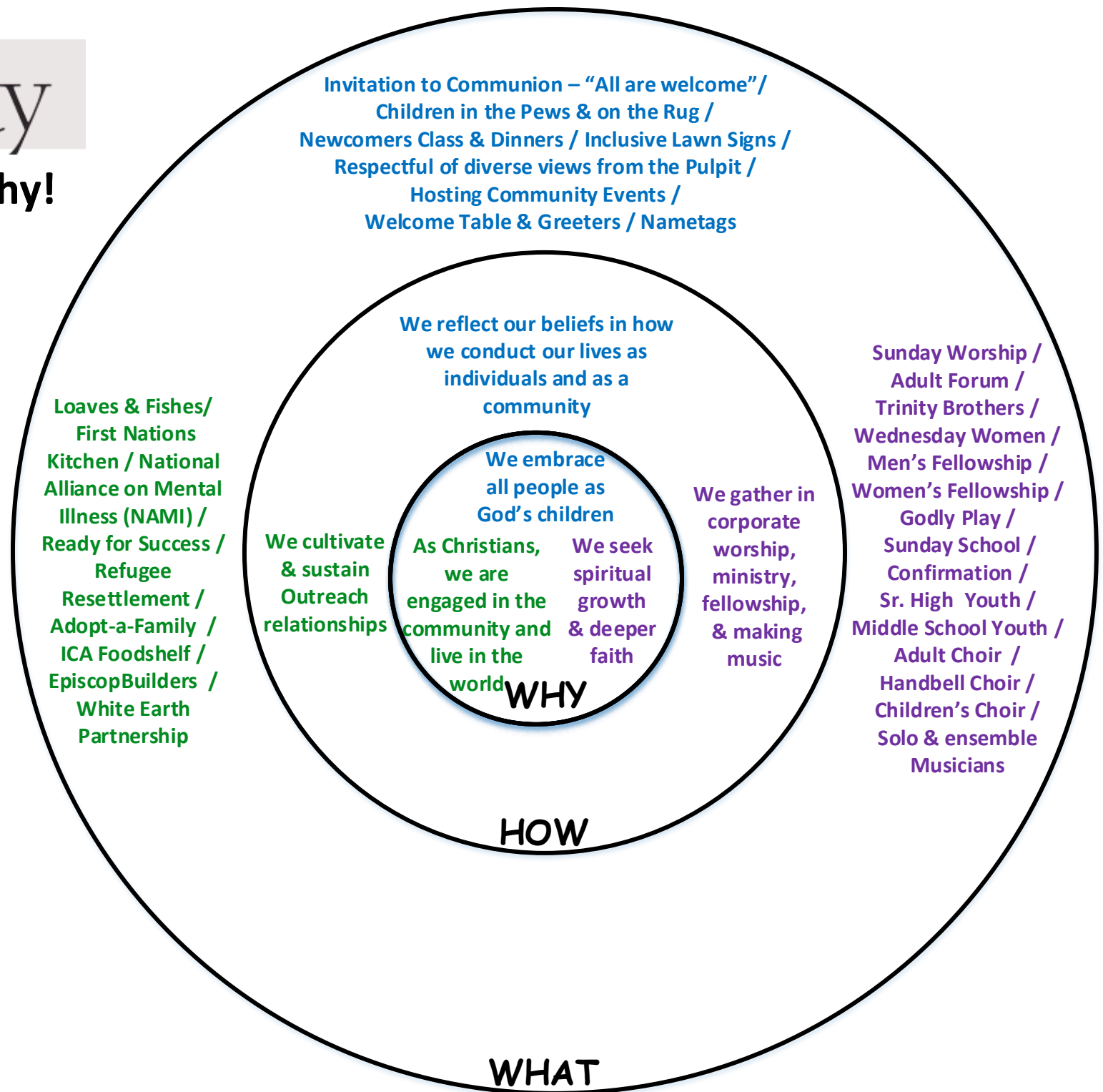




# Starts With Why!



## The Golden Circle

### Clarity of WHY:

- Purpose, cause or belief
- The Why is the single driving motivation for action

### Discipline of HOW:

- Values or guiding principles
- Hows are the specific actions that are taken to realize the Why

### Consistency of WHAT:

- Tangible proof or results
- Whats are the tangible manifestations of the Why