

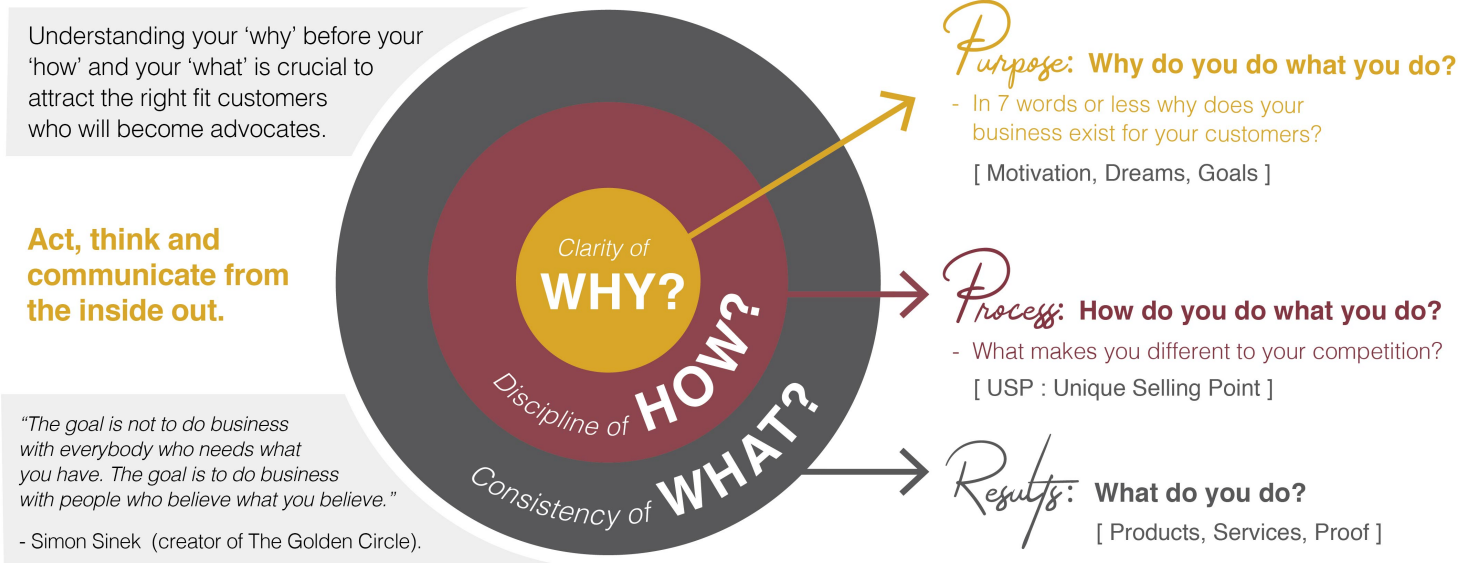


# The Golden Circle Worksheet

Use this worksheet to clarify your 'why' so you can articulate it to customers. Then you can position your 'how' and your 'what' to ensure you live into your why.

[Click here to watch Simon Sinek's TEDx Talk - Start With Why.](#)

*"People don't buy what you do, they buy why you do it."* - **Simon Sinek**



## Your Why

Your why can be hard to define as it's essentially the invisible, intangible benefits of what you're doing.

**1. For whom does your business exist to serve?**

**2. How do you enhance the lives of your customers?**



**3. How do you want your customers to feel after they've done business with you?**

**4. Summarise your purpose in a short, punchy, clear purpose statement in less than 7 words:**

*E.g. Netflix - to entertain the world; Zoom - to make video communications frictionless and secure; Tesla - to accelerate the world's transition to sustainable energy.*

### **Your How**

Your how needs to appeal to the emotions of your customers and motivate them to choose you.

**1. What differentiates you from your competitors in the eyes of your customers?**

*I.e. do you offer more experience, better expertise, a personalised service, higher quality, lower-price, or a faster turnaround?*

**2. What is your unique selling point and does it focus on what your customers value?**

### **Your What**

What you do is more than just the products or services you sell.

**1. What products or services do you currently offer that live into your why?**



**2. What experience are you providing and how can you better align this with your why?**

### **Next steps**

**1. How will you articulate your why to your team and customers?**

**2. What three actions will you take to ensure you and your team live into the principles of The Golden Circle?**

**3. What support or accountability do you need to implement The Golden Circle in your business?**

**4. Is there any other support you need for your business?** *E.g. a complimentary meeting (if you haven't had one with us in the last six months).*