

START WITH WHY

We believe in a world, that is **driven by inspiration**, not manipulation.

We believe that long-term success depends on the ability of companies, to encourage customers to buy the **company's WHY** which has to be in tune with the **customer's WHY**.

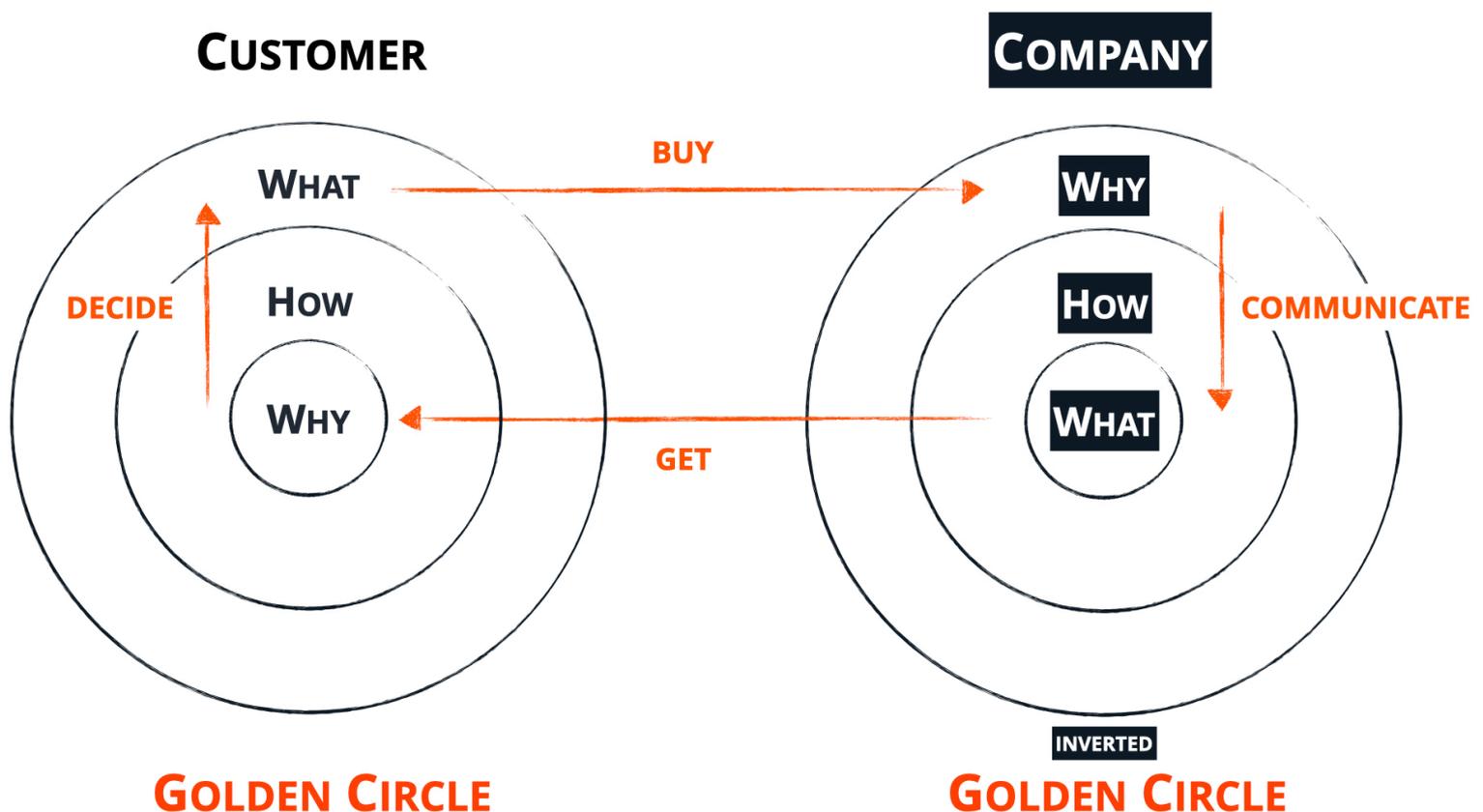
**Customers don't 'buy' WHAT you do, they
'buy' WHY you do it.**

This fact is not a next boring marketing tool or poor new concept - it's biology: The Limbic Brain is responsible for any decision we make. But it has one big disadvantage: it can't deal with language. So the dilemma is that we exactly know, how decisions work, but have real problems putting our gut feeling into words.

HOW IT WORKS

Before talking about solving the “limbic silence” and putting a company’s WHY into words, we should have a glue how the WHY works and how to get a WHY actionable in the 2nd step.

Our concept is based on Simon Sinek’s “Golden Circle”. To get a handle on, we need two “Golden Circles”: the customer’s perspective and an “inverted mirror world” for companies.



Now we gain insight into the customer's longings and thoughts from the emotional WHY-Perspective.

Therefore it's necessary to turn your WHY inside out:

1. The **customer's WHY** is not tangible but much stronger than rational thoughts
2. So the customer is looking for WHATs, which are a **tangible proof** for the WHY
3. **Communicating** your WHY in an authentic way gains **trust in WHAT you do**
4. Buying your WHATs is the tangible **proof for the customer's WHY-decision**



Golden Circle

**WHY your Customer buy
your WHATs**

If you allow customers to 'buy' your WHY in the first step, customers will be willing to pay premium and even suffer inconvenience to get your WHATs.

1st Find your WHY

2nd Make your WHY ACTIONABLE

1st Step | Find Your WHY

The first step is to find your WHY.

"As simple as the WHY concept is to understand, one of the biggest challenges a team or organization will face is clearly articulating its purpose, cause or belief—its WHY. While it may be felt, it can be difficult to put into words. And without a clear articulation of the WHY it can be difficult put into action and nearly impossible to scale. Finding the words for your WHY is the first step in being able to effectively communicate it." Simon Sinek

2nd Step | Make your WHY actionable

We believe that making a WHY actionable and being able to effectively communicate it needs to involve the five following perspectives:



Resource Codes

Considerable capabilities and skills which in combination define your company's unique resource code.



Future Board

Collage that serves as a constant source of inspiration and motivation for a purpose driven brainstorming.



Jobs-To-Be-Done

Jobs-To-Be-Done emphasize the big picture of what customers strive to achieve.



Value Network

It is necessary to align future decisions based on guidance principles with your WHY and new metrics arising from changing the view of reality.



Team Power

It is important to know which personal WHYS, skills and characteristics are already available distributed over the entire team.

WHAT YOU GET

To get started we recommend a **Find Your Why Workshop** (Tribe Edition). The workshop will help you to find a first Draft of your WHY-Statement and be prepared for putting your WHY to action in a 2nd Step.

In this highly facilitated workshop, you will **draft a first Why Statement** for the organization and get prepared to **relate it to the organization's five perspectives** (Resource Codes, Future Board, Jobs-To-Be-Done, Value Network, Team Power) which contain your organizations values and principles.

1st Step | Find Your Why Tribe-Edition

Workshop Highlights



Discover

Gain knowledge about the **WHY-Concept** and the **Golden Circle** – with many practical examples.



Find your WHY

Learn how identify your **inspiring WHY** applying the **concept of Contribution & Impact**.



Readiness

Align for 2nd Step: Introduction into a **Self-Assessment-APP** to get prepared for summit day.

READY TO GO

Our WHY is to inspire and enable people to be creative and self-determined, so that organizations become places with real purpose.

/INNOVATIONPARTNERS

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