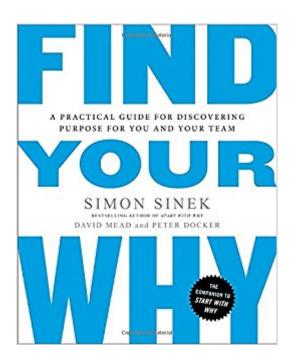


The book was found

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





Synopsis

Start With Whyà hasà ledà millions of readers toà rethink everything they do â⠬⠜ in their personal lives, their careers and their organizations. à Nowà Find Your Whyà Â picks up where Start With Why left off. Ità shows you how toà apply Simon Sinekââ ¬â,,¢s powerfulà insightsà Â so that you can find more inspiration at work -- and in turn inspire those around you. à là believeà fulfillment is aà right and not aà Â privilege. We are all entitled to wake up in the morning inspired to go to work, A A feel safe when weA¢a ¬a,,¢re there and return home fulfilled at the end of the day. A Achieving that fulfillment starts with understanding exactly A Â WHY A Â we do what we do. A Â A As Start With Why has spread around the world, countlessà readers have asked me theà sameà question: Howà Â can I applyà Start With Whyà toà myà career, team,à companyà Â or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created A A this A hands-on, step-by-step guideà toà help you findà your WHY. With detailedà Â exercises, illustrations, andà action steps forà every stageà of the process,à Find Your Whyà Â can help you address many important concerns, including: à * What if my WHY soundsà justà Â like my competitorââ ¬â,,¢s?* Canà là have more than one WHY?* If my work doesnââ ¬â,,¢t match my WHY, whatA A shouldA A I do?* What if my team canA¢a ¬a,,¢t agree on our WHY? A A 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 A A help A A guide A A you on a path to long-term successà and fulfillment, forà Â both you and your colleagues.Ã Â Ã Â Thank you for ioiningà us as we work together toà build a world in which more peopleà Â start with WHY. à Â Inspire on!--Ã Â Simon

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Customer Reviews

SIMON SINEKà is an optimist, teacher, writer, and worldwide public speaker. His first three books -à Start With Why,à Leaders Eat Last, andà Together is Betterà - have been national and international bestsellers. His first TED talk, based onà Â 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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