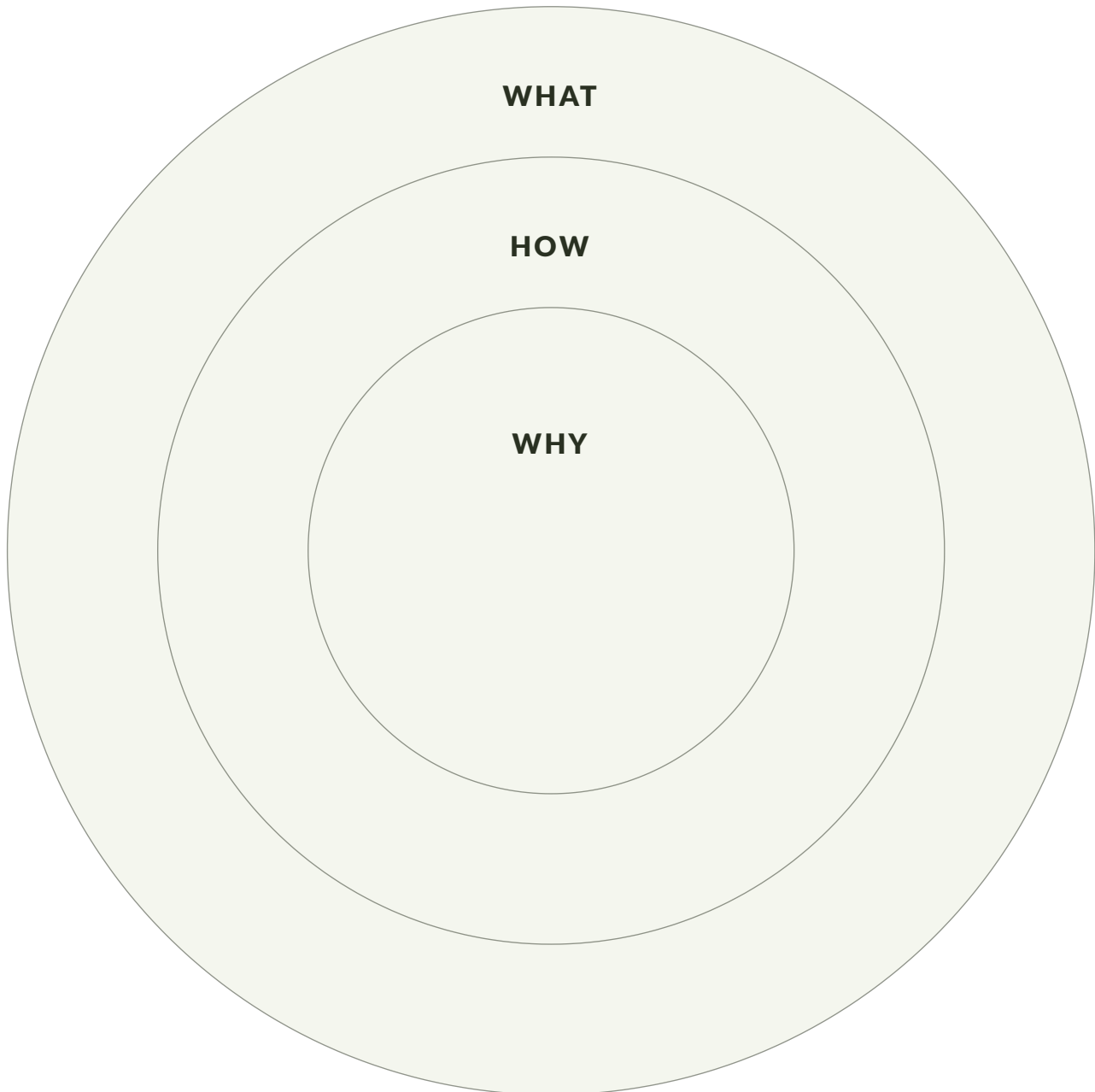


Golden Circle

A purpose-articulation tool: define why you exist first, then how you do it, then what you sell - inside out. Origin: Simon Sinek



- **WHY:** The purpose, cause, or belief - why the organisation exists beyond making money. A belief, not a goal or a category.
- **WHAT:** The products and services you actually sell - the tangible proof of the Why, not the headline of the pitch.

- **HOW:** The differentiating actions and values that bring the Why to life. Choices with a cost, not generic nouns.