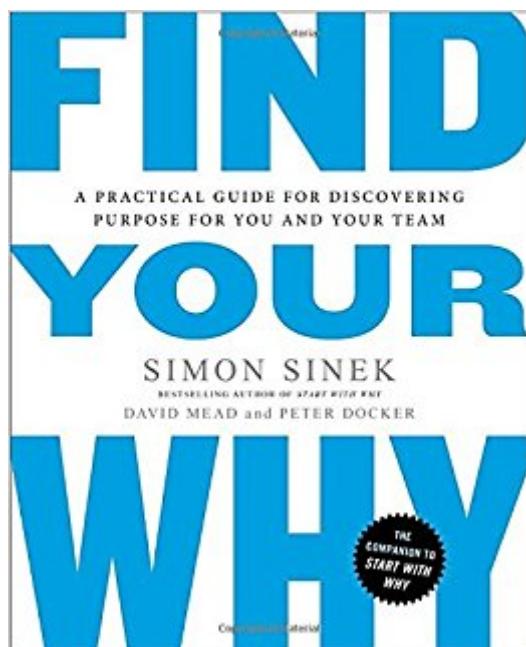


The book was found

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



Synopsis

Start With WhyÃ Â hasÃ Â ledÃ Â millions of readers toÃ Â rethink everything they do Ã¢â€œ in their personal lives, their careers and their organizations.Ã Â NowÃ Â Find Your WhyÃ Â picks up where Start With Why left off. ItÃ Â shows you how toÃ Â apply Simon SinekÃ¢â€œs powerfulÃ Â insightsÃ Â so that you can find more inspiration at work -- and in turn inspire those around you.Ã Â IÃ Â believeÃ Â fulfillment is aÃ Â right and not aÃ Â privilege. We are all entitled to wake up in the morning inspired to go to work,Ã Â feel safe when weÃ¢â€œre there and return home fulfilled at the end of the day.Ã Â Achieving that fulfillment starts with understanding exactlyÃ Â WHYÃ Â we do what we do.Ã Â Ã Â As Start With Why has spread around the world, countlessÃ Â readers have asked me theÃ Â sameÃ Â question: HowÃ Â can I applyÃ Â Start With WhyÃ Â toÃ Â myÃ Â career, team,Ã Â companyÃ Â or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I createdÃ Â thisÃ Â hands-on, step-by-step guideÃ Â toÃ Â help you findÃ Â your WHY. With detailedÃ Â exercises, illustrations, andÃ Â action steps forÃ Â every stageÃ Â of the process,Ã Â Find Your WhyÃ Â can help you address many important concerns, including:Ã Â * What if my WHY soundsÃ Â justÃ Â like my competitorÃ¢â€œs?* CanÃ Â IÃ Â have more than one WHY?* If my work doesnÃ¢â€œt match my WHY, whatÃ Â shouldÃ Â I do?* What if my team canÃ¢â€œt agree on our WHY?Ã Â Whether you've just started your first job, are leading a team, or are CEO of your own company, the exercises in this book willÃ Â helpÃ Â guideÃ Â you on a path to long-term successÃ Â and fulfillment, forÃ Â both you and your colleagues.Ã Â Ã Â Thank you for joiningÃ Â us as we work together toÃ Â build a world in which more peopleÃ Â start with WHY.Ã Â Inspire on!--Ã Â Simon

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SIMON SINEKÃ¢ is an optimist, teacher, writer, and worldwide public speaker. His first three books -Ã¢ Start With Why,Ã¢ Leaders Eat Last, andÃ¢ Together is BetterÃ¢ - have been national and international bestsellers. His first TED talk, based onÃ¢ 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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