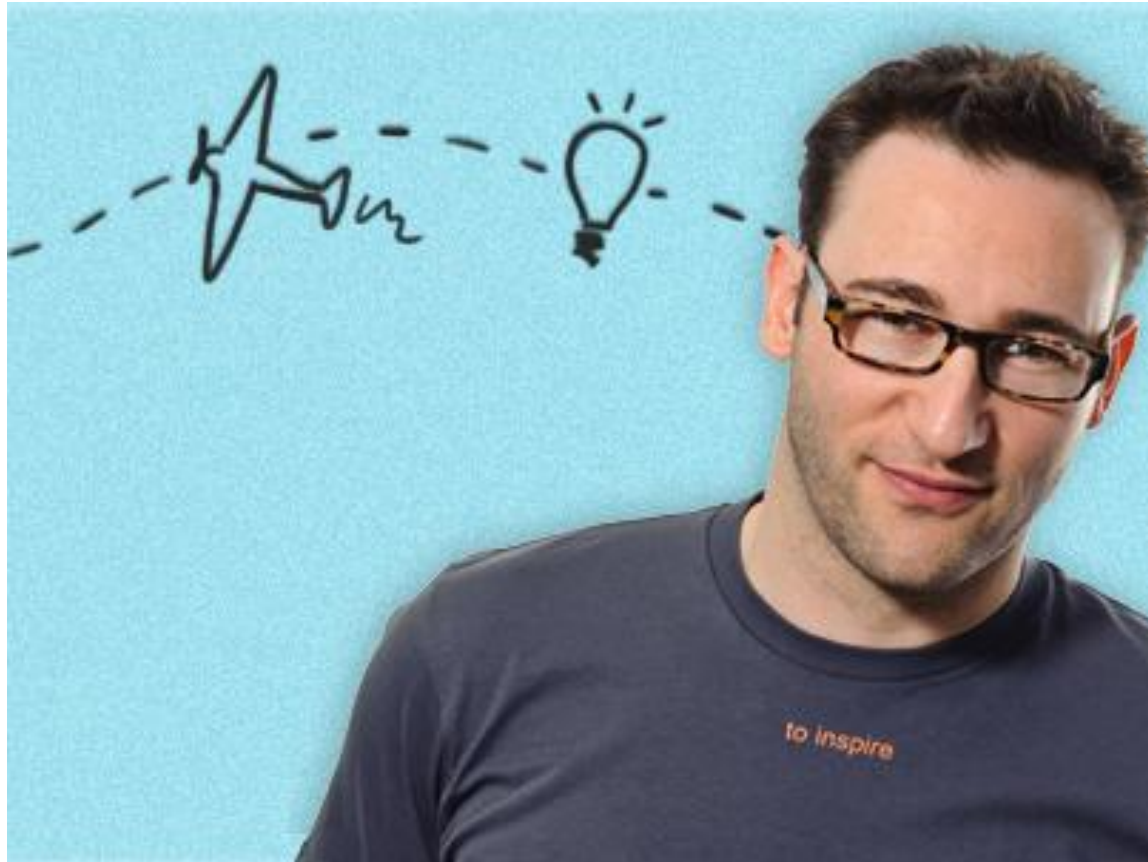


# Simon Sinek's **Golden Circles** and Your Career Development

Part One of Two:

**Golden Circle** Methodology  
and Why Resumes and Emails



**This is Simon Sinek...**

**He is our inspiration for what we will be  
talking about...**



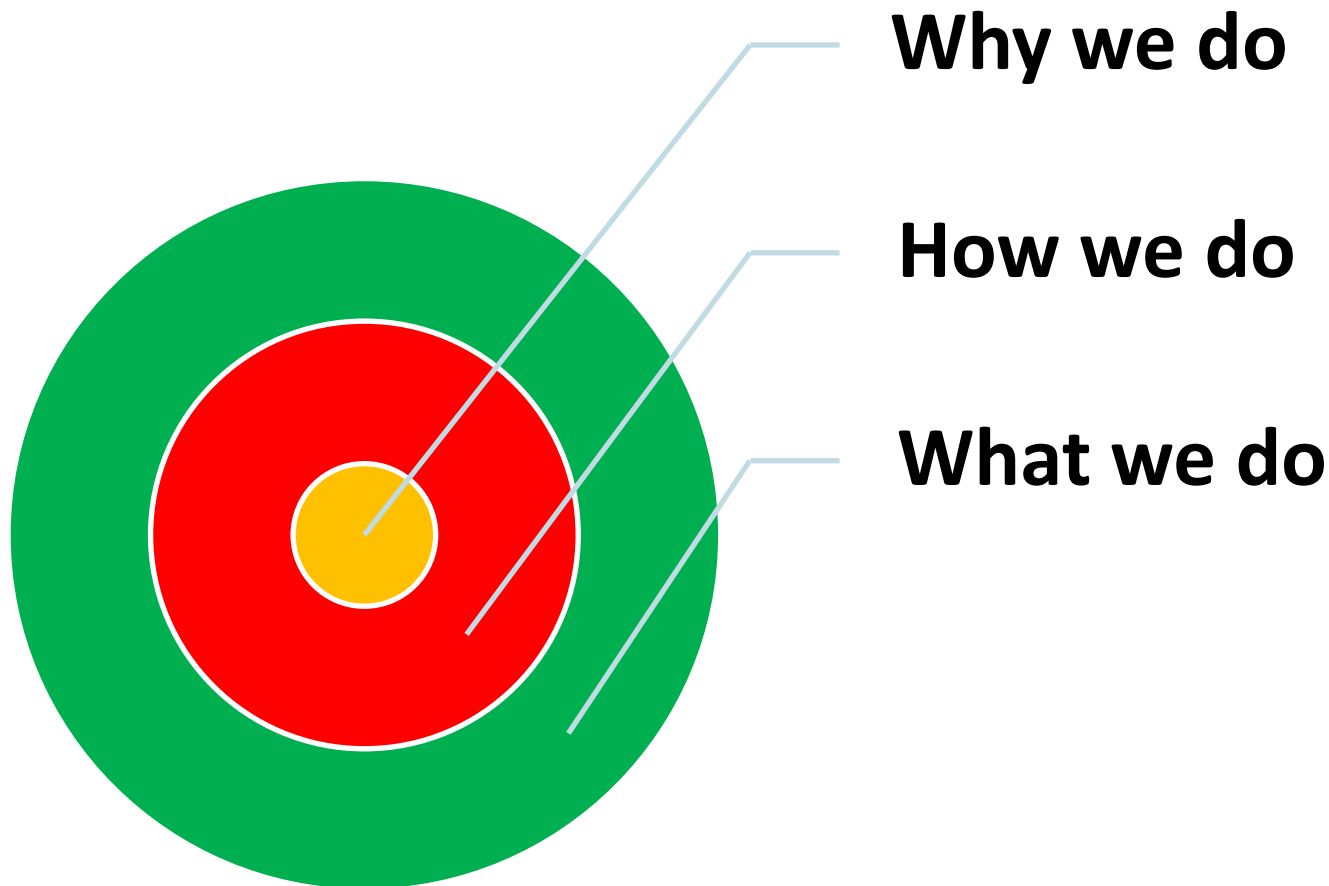
**JOHN CASEY & ASSOCIATES**  
*Bringing people together for winning results.*

# A word about Simon...

- Simon Sinek is an **optimist**. He believes in a bright future and our ability to build it together.
- Described as “a visionary thinker with a rare intellect,” Sinek teaches leaders and organizations how to inspire people. With a bold goal to help build a world in which the vast majority of people go home everyday feeling fulfilled by their work, Sinek is leading a movement to inspire people to do the things that inspire them.
- A trained ethnographer and author of **Start With Why: How Great Leaders Inspire Everyone to Take Action**, Sinek has held a life-long curiosity for why people and organizations do the things they do. He has discovered remarkable patterns of how we think, act and communicate. He has devoted his life to sharing his thinking to help other leaders and organizations inspire action.
- **He is best known for discovering the Golden Circle and popularizing the concept of Why, the purpose, cause or belief that drives every one of us.** The Golden Circle is a naturally occurring pattern, grounded in the biology of human decision making, that explains why we are inspired by some people, leaders, messages and organizations over others.
- He speaks around the globe and has written in the The New York Times, Wall Street Journal, The Washington Post, Houston Chronicle, FastCompany, CMO Magazine, NPR and BusinessWeek. Sinek writes his own blog, **simonsinek.com** and makes regular guest appearances on MSNBC’s Your Business, among others.
- Sinek is an adjunct staff member of the RAND Corporation. He is active in the arts and not-for-profit world, working with Education for Employment Foundation to help create opportunities for young men and women in the Middle East region. He lives in New York, where he **teaches graduate level strategic communications at Columbia University.**



# Key to your **Golden Circles** is starting “inside out” with Why...



# Balancing the **Golden Circles**...

## **Clarity of Why – Your purpose, cause or belief**

Very few people can clearly articulate Why they do what they do. The Why is not about making money. Making money is simply a result of your Why. Your Why is bigger. No matter what you do, your Why is what inspires you to take the actions that bring you fulfillment and lasting happiness.

## **Discipline of Hows – The actions you take to realize your Why**

Once you know your Why, you must identify your Hows. These are your natural strengths, the actions you take or the guiding principles you live by that allow you to be at your best.

## **Consistency of Whats – the results of putting your Why into action**

Whats are tangible representations of what you believe; your career, the positions you've held and the work you do. What's are always measurable. They are the proof you are starting with Why.



# Finding Your Whys Yourself...

- **Look to the early years, through college, for patterns**
- **What gave you joy**
- **What you enjoyed doing**
- **Who were Life Teachers (friends and family)**
- **What did you not like doing**
- **Look for your “Validated Why” (Characteristics that you still see in you today)**



# Finding Your Whys with help from Simon...

- First option is Simon has an online class (7-10 hours) for \$129. Go to [www.startwithwhy.com/LearnYourWhy.aspx](http://www.startwithwhy.com/LearnYourWhy.aspx)
- Second option is using the sheets in Simon Sinek's Stand Out in the Job Market
- Third option is go to [www.startwithwhy.com](http://www.startwithwhy.com) and download for free: Friends Exercise: A Step toward discovering your why



# Examples of Why...

First, a good **Why Statement** has two parts. To \_\_\_\_\_ so that \_\_\_\_\_. (The first blank is the contribution you make and the second blank is the impact of your contribution)

## John's Why Examples:

**Albert Schweitzer** – using medical skills in Brazzaville

**Teilhard de Chardin** – God wants us to bring people together

## Led to John's What Actions (Why Statements):

1. To bring American desert farming technology to Egypt to improve Egypt's economy.
2. To start CEO Netweavers to foster the idea of sharing ideas and relationships without expecting anything in return.
3. To create Georgetown to Georgetown to build relationships and reduce conflict between Georgetown and the community.



## **A Note: Clarity of Why creates Leaders...**

**When our Why is clear, when we are disciplined in How we pursue it and when What we do is consistent, the outside world understands our Why as clearly as we do.**

**And when that happens, more and more people are inspired to follow. And that is when you know you are a leader.**



# The Why Driven Resume...

- Being able to clearly communicate what we believe and being able to demonstrate our natural strengths is what makes a Why-driven resume. **These are the things that make us stand out.**
- Every resume on the planet communicates the same thing: what we've done in an attempt to prove some level of qualification for a job.
- But the fact is, simply writing about our experiences and what we've done doesn't convey who we are. We are not defined by our jobs. **We are defined by our Why, whether we realize it or not.**



# A Note: Clarity of Why creates Trust...

- When we start with **Why**, we are more likely to **appeal to someone on a values and beliefs level**, not just on qualifications. This is the basis for trust to exist.
- Trust does not come from a list of qualifications on an eloquent resume. **Trust is a feeling that emerges when we surround ourselves with others who share our values and beliefs.**
- Great leaders and great companies know that people who trust each other make better teams.
- Trust is a remarkable thing. Trust allows us to rely on others. We rely on those we trust for advice to help us make decisions. **Trust is the bedrock for our success and the success of those around us.**



# A more personal Resume Introduction...

## What Resume Introduction Sample:

Motivated, organized individual with a track record of meeting deadlines, following through on projects and providing first-class customer service. Strong communication skills and multi-tasking abilities, along with a willingness to perform many tasks, going above and beyond required expectations.

## Why Resume Introduction Sample:

I am the Lieutenant every General wishes they had.

I believe people are capable of incredible things...if they have the support they need. I am at my best when I get to provide support, build the structure and advocate for others to achieve their goals. This is who I am.

# Accomplishments plus Why differentiate...

International Translation, Irvine, CA: Project Manager 2010 – Present

## **What Resume Job Accomplishments:**

Manage different projects from start to finish, including customer interactions, project scope definition, price negotiations and submission of the translation.

## **Why Resume Job Accomplishments:**

I take pride in providing structure and I love figuring out systems that make things go better.

- Introduced and implemented an automated billing system, which has increased on-time payments from clients and accuracy of translator payroll
- Successfully negotiated a wage increase for a translator working on a rush job
- Complete official translation of legal documents in Russian
- Match translation projects with qualified translators based on the individual's strengths

# Education: what you learned and use today...

## What Resume Education:

University of California, Berkeley

Bachelor of Arts in Psychology and Legal Studies, December 2000

## Why Education:

I have a great desire to connect with people. My Psychology and Communications courses taught me how to make those connections more effectively. Legal Studies gave me a framework for presenting information in a more organized manner. I gained an understanding and appreciation for structure and order.

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# Elements of Why Cover Emails or Letters...

## Start with Why

It's likely that the recruiter or hiring manager will read at least the first line of your cover letter, so make it a good one. Rather than jumping right into the details of the position you're applying for or the skills you have that qualify you for the job, **tell them something about who you are and what you believe.**

## What makes you a great fit?

What is it about you that makes you a fit for the position and the company at large? **What is it that YOU bring to the table that no one else can.**

## Keep it human

All too often we get stuck using the same dry, yawn-inducing language, hoping that big numbers and percentages will do the talking. Proof of our accomplishments is important, but remember we're human, not machines. Think of it as writing a letter to someone you'd really like to meet.

## Don't be afraid to stand out

Write about the difference you (and hopefully the company) want to make in the world and how you see your partnership making that vision of the world a reality.



# Why Emails/Covers are personal and build trust...

## What Email/Cover Sample Introduction:

I am writing in response to the advertisement you posted on craigslist regarding the open project manager position. It would be a pleasure to meet with you so that I might demonstrate how my abilities fit your needs precisely. As you'll see from the enclosed resume, I am proficient in a variety of computer software programs.

## Why Email/Cover Sample Introduction:

I believe that people are capable of incredible things when they have the support they need. Every great vision is achieved one step at a time. I love being there for every step of the way. I provide the support, build the structure and advocate for others to help them achieve their goals. I am the Lieutenant every General wishes they had.

This is who I am. This is when I'm at my best.

# In Summary, Simon shows us a new way...

Simon's Inside out approach to the Golden Circles gives us a way to analyze ourselves and to present ourselves in a new and more powerful way as we find jobs and build our careers

- Why Differentiates
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- Part Two of Two:
- **Golden Circles Methodology**
- and Why Elevator Pitches and Interviews

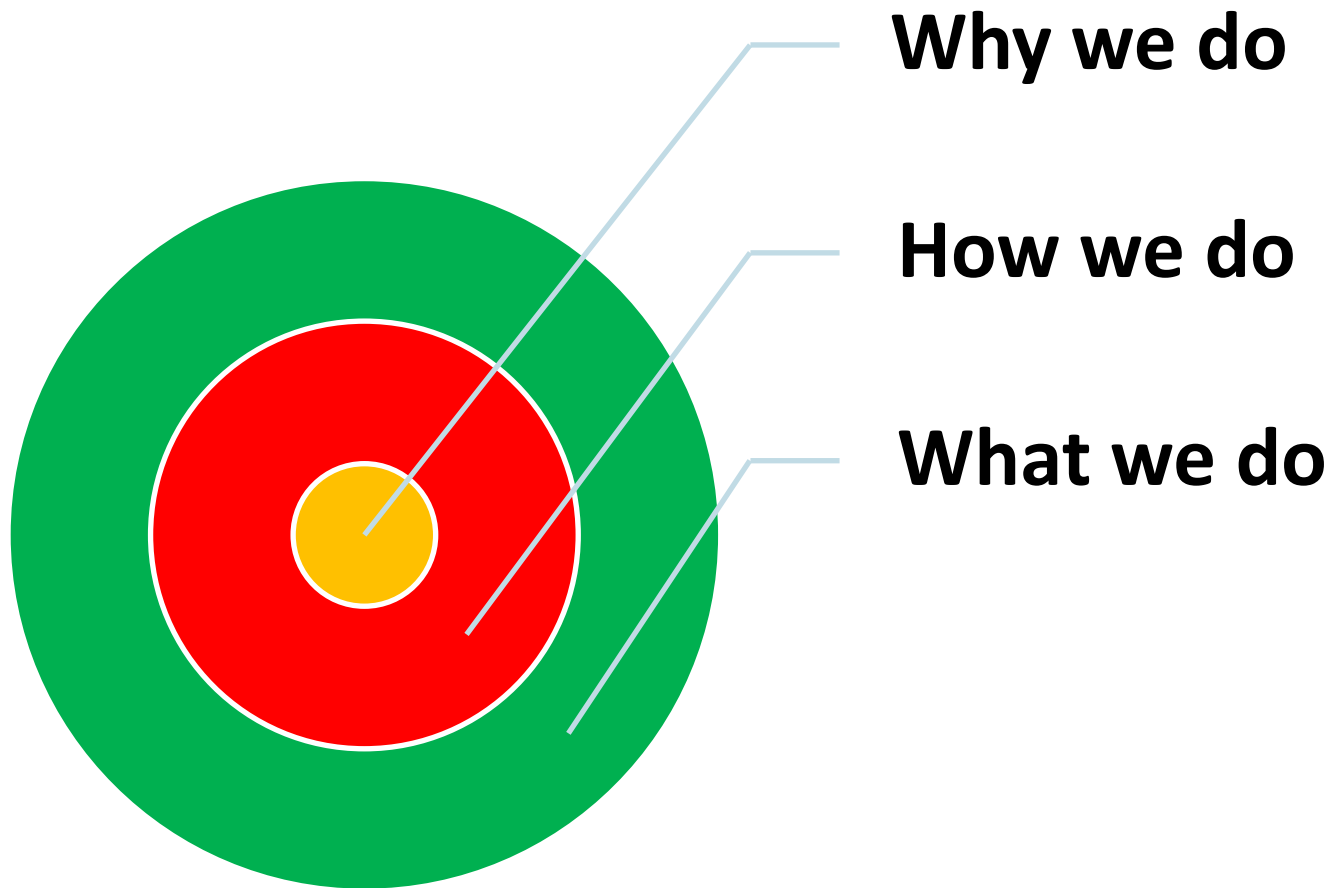


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# Overview of Elevator Pitches...

The goal of any elevator pitch is simply to inspire a conversation. It's not to get the job or land the deal – it's just to inspire someone to ask for more.

- Use childhood stories: “When I was a kid, I wanted to be an astronaut. I love the idea of exploring the unknown and doing things most people never get to do.”
- Describe your Strengths: “One of my strengths is helping teams work more efficiently. One of the ways I do that is to capture and organize seemingly intangible knowledge that's stored only in people's heads.”
- Explain how you can be helped and how you can work together.

# Sample of a What-driven Elevator Pitch...

- My name is Allison Carver and I specialize in Project Management. I've helped companies of all sizes deliver on their strategic plans for over 15 years.
- My attention to detail and aptitude for structure and planning has allowed me to consistently complete projects on time and on budget. I help companies have a better understanding of their short and long-term goals and how they can reach those more efficiently.
- The greatest asset I provide is improved predictability for project budgets and completion. No one likes to spend excessive money or time to reach their strategic goals and I help ensure that they don't have to.



# Sample of a Why-driven elevator pitch...

**Start with Why – A story or a statement that communicates what I believe/who I am, and what I am working toward:**

I believe that everyone has an amazing capacity to achieve something great. If only we had someone by our side, watching our backs and helping us get the things we want to get done, actually done. My name is Allison Carver and I'm the Lieutenant every General wishes they had.

**Follow with a problem, situation or issue I'm really good at making better:**

For over 15 years my ability to build structure, provide support and to advocate for others has become better and better and better. A huge key to my success in supporting others is my organizational skills. Because I'm highly organized, I can manage projects with lots of moving parts quite easily, which reduces the stress of my colleagues and allows them to do what they're really good at.

**End with the kind of opportunity I'm looking for:**

If we're not moving forward, we're moving backwards. I'm up for a challenge. I'm looking for a team that will push me to get even better. All that I have learned, all that I can contribute and all I will continue to learn goes to the person or company whose vision inspires me.



# Suggestions for Why Interviews...

**First of all, research, research, research:**

An interview is like a date. Don't you want to know a little about who you're sitting across the table from? Before the interview, take some time to research the company and, if possible, the person who will be interviewing you.



# Suggestions for Why Interviews (1)...

## A. Start with Why:

### **Sample question 1: Tell me something about yourself.**

Instead of talking about where you're from or where you took your last vacation, use the opportunity to tell your interviewer a story that provides some flavor of who you really are. Tell a story from your childhood or something you do outside of work, especially if it embodies something you love to do.

### **Sample question 2: Why are you interested in working here?**

This is a trick question. It's not really a question about them, it's a question about you. What they really want to know is, what is it about them or the work they do that inspires you? Though you are talking about them, you're telling them about yourself.

### **Sample question 3: Where do you see yourself in five years?**

Happy. In a place where I can do what I love personally and professionally; working with people I care about and who care about me. Isn't that what we all want?



# Suggestions for Why Interviews (2)...

## **B. Be Honest**

Sometimes we feel we need to cover our insecurities by exaggerating our achievements and accomplishments. Ironically, truly honest answers are much more powerful. Be honest about your work history and your past salary.

## **C. What are your weaknesses?**

Answer with a strength: I've learned that I need to work in teams. When I have others to brainstorm with and be accountable to, I'm at my best. I find that I struggle when I work alone.



# Suggestions for Why Interviews (3)...

## D. Interview the Interviewers to Determine Fit

To help you learn how to determine if a company's a good fit for you during an interview, think of questions and answers that will define and reveal the corporate culture and help you determine how you feel about working there. This is the Click factor defined in Gladstone's Book, **Click**. Sample questions:

- **Question: How are employees evaluated?**
- **Question: Describe the attributes of an employee that's considered successful here.**
- **Question: How does the company handle mistakes?**



# Suggestions for Why Interviews (4)...

## E. Listen for Clues

- Do you really want to work in this culture?
- Look for culture match

## F. Your thank you note

- A sincere expression of gratitude for the interview
- A brief recap of your understanding of the company's needs and/or challenges (showing that you listened) followed by a how you can fill those needs
- **End with Why:** one or two strong sentences to explain who you are and what you can contribute.

## G. Ask for feedback on how you interviewed



# Suggestions for Why Interviews (5)...

**On the ride home after your interview, your mind may replay how it went, so give it some direction! Ask yourself these questions.**

- Did I give some sense of who I am?
- Did my passion for who they are come through?
- Did they see how I can contribute to what they do?
- Does this job feel like a good fit?
- Can I imagine working there and being happy?
- Did I say things that were consistent with my resume and cover letter?
- Did I provide good examples that demonstrate who I am and what I'm capable of?
- What do I want to do differently next time?
- Did I like the individuals that I met? Were there any red flags?
- Did I feel the interviewer was open and honest? Did I feel that they "got me"; that they saw the value of what I have to offer?
- Will I take this job if they offer it to me?
- Do I have follow-up questions I'd ask if they call me back and offer me the job?
- Can I imagine working there for a long time?



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