



# The Golden Circle Seminar

Berlin, October 13th 2017

Janina Freigang

# Content

- Value Proposition
- Example: business perspective
- The Golden Circle
  - Why
  - How
  - What
- Example: personal perspective
- 3 Different Uses



# people & friends

Partner Project



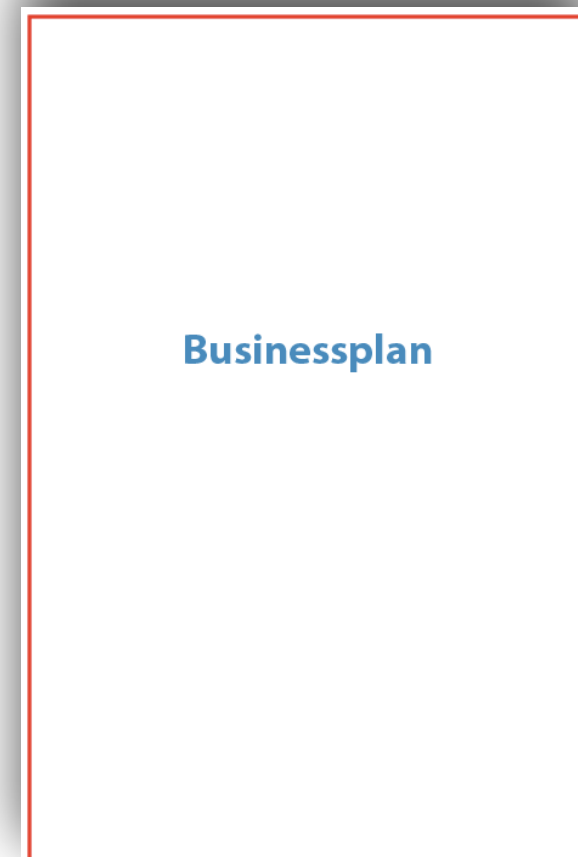
We believe that every human being should have access to the knowledge and support they need in order to realize their ideas and dreams.



Business Model Canvas



©: www.businessmodelgeneration.com



# Value Proposition?



# hp @ Media Markt

**4in1** Drucken, Scannen, Faxen, Kopieren

Exzellente Farbausdrucke zum niedrigsten Seitenpreis\*\*

Faxen und Kopieren in Farbe und ohne PC

**59,-**

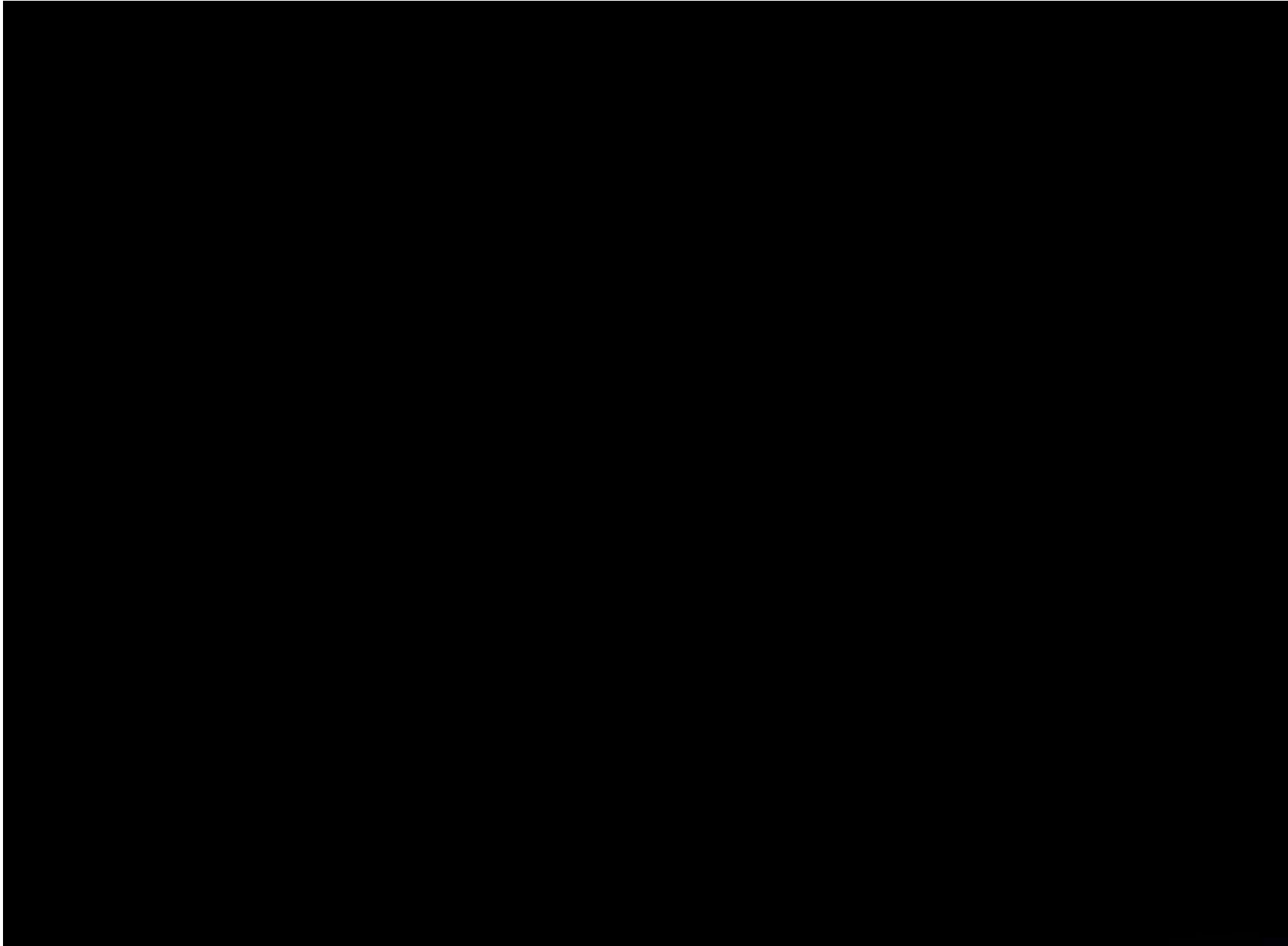
nächstes Bild

**hp** HP Officejet 4500 Desktop Multifunktionsgerät

Drucken, Scannen, Kopieren und Faxen mit nur einem Gerät. Kopieren und Faxen in Farbe, Faxen und Kopieren ohne PC, schneller Druck von bis zu 28 S./Min. in S/W und 22 S./Min. in Farbe, exzellente Farbausdrucke zum günstigen Seitenpreis, 100 Blatt Papierführung, Druckleistung bis zu 1.000 Seiten monatlich, HP Smart Web Printing für optimale Ausdrücke aus dem Internet, optionale XL-Schweizerpatrone für höhere Kapazität.

Art.Nr.: 1303429

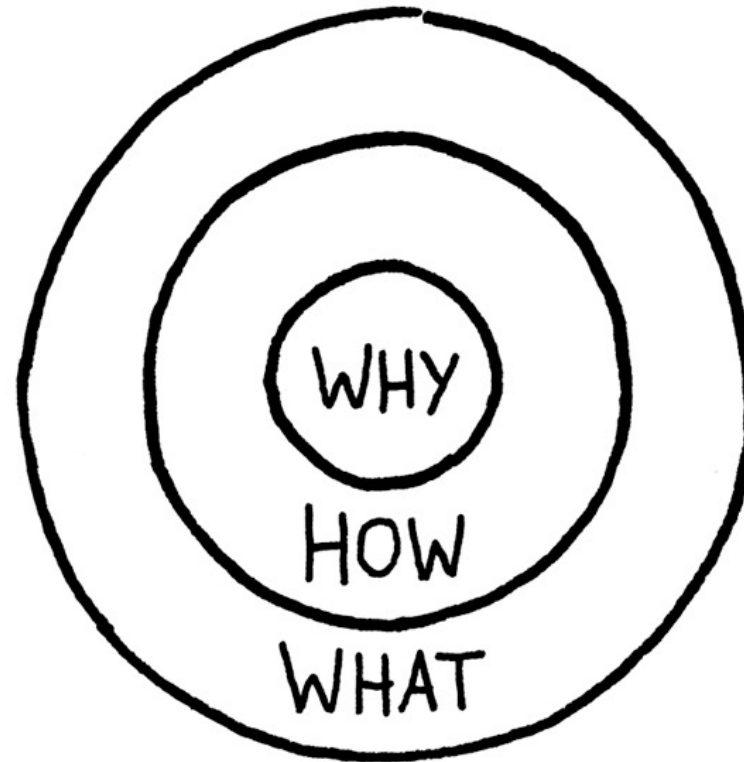
b) In seiner Klasse im Vergleich zu: Tintenstrahl A4s mit Fax unter 99 € UVP (01/2013). Der Officejet-Seitenpreis beruht auf den Kosten für Tintenpatronen (Geräte- und Energiekosten nicht enthalten), basierend auf ISO-Richtlinien mit Patrone's höchster Kapazität im Dauerdrukdraft.



## Simon Sinek - The Golden Circle

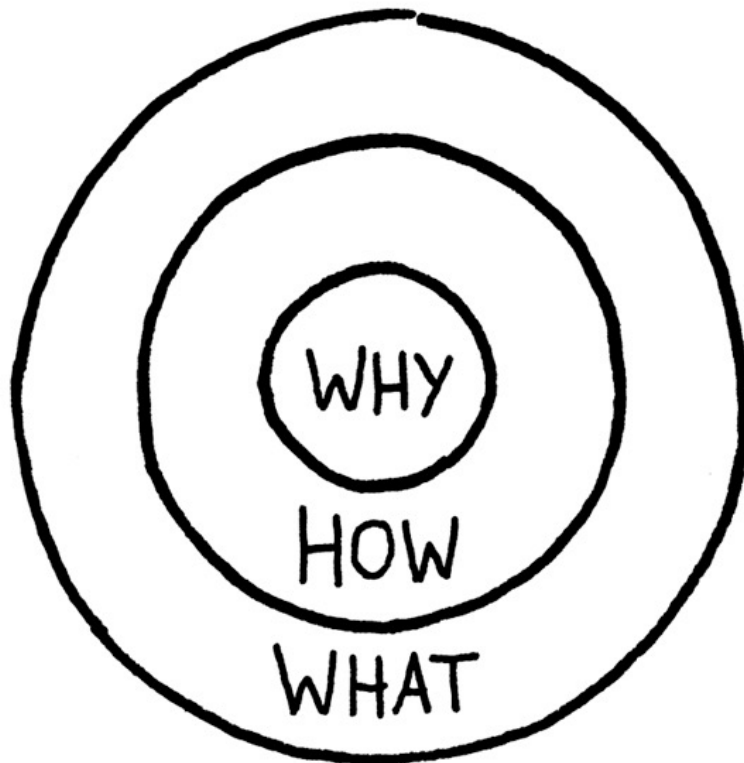


# The Golden Circle



© 2013 Simon Sinek, Inc.

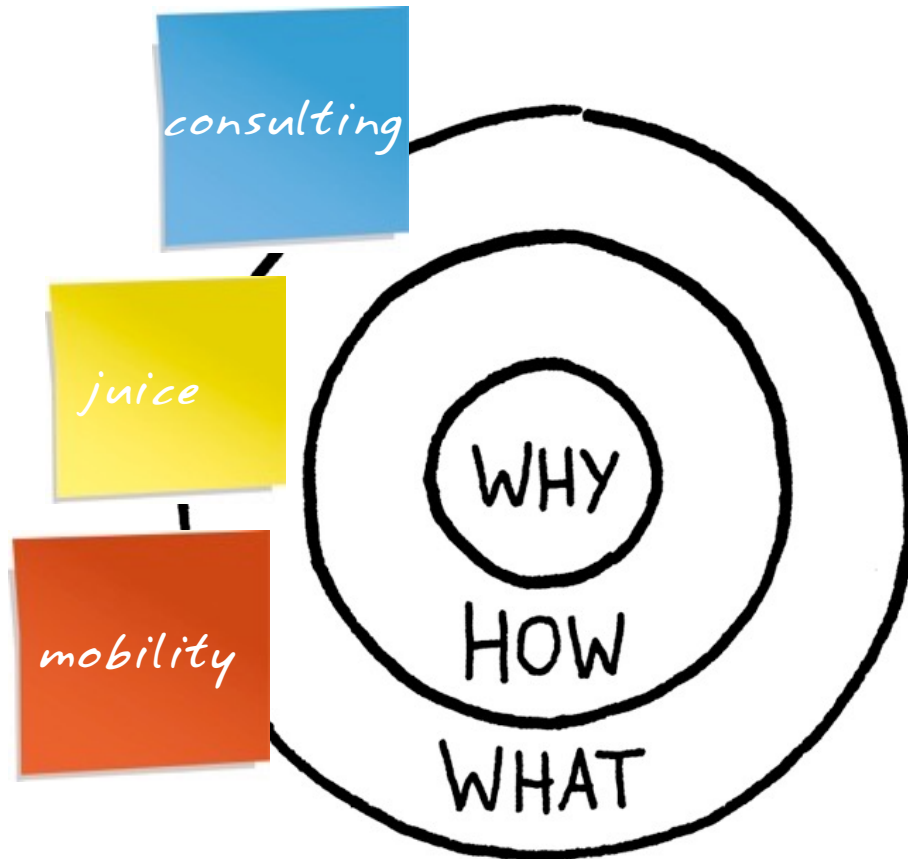
# The Golden Circle



## What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

# The Golden Circle



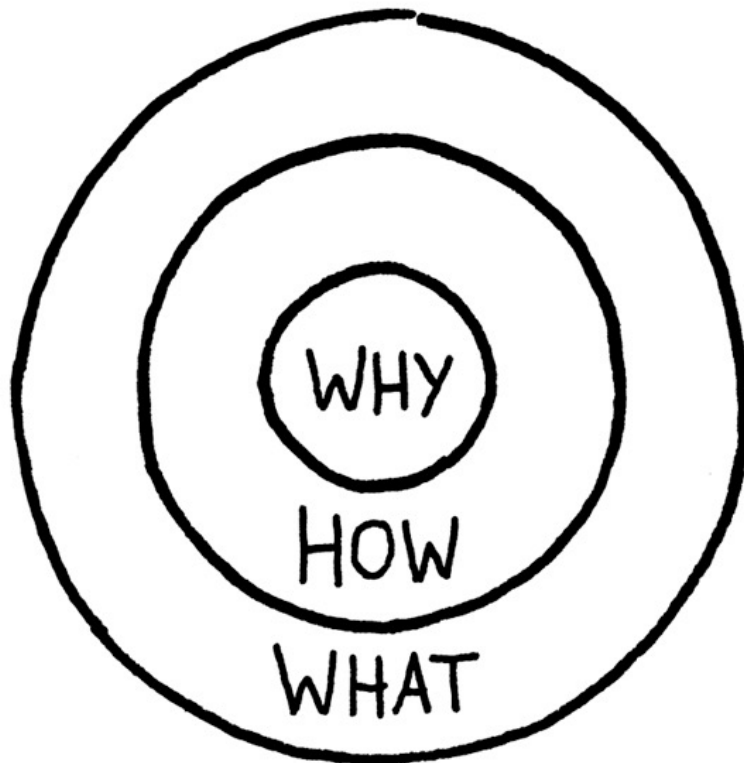
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Source: [howtomakeorangejuice.com](http://howtomakeorangejuice.com)

# The Golden Circle



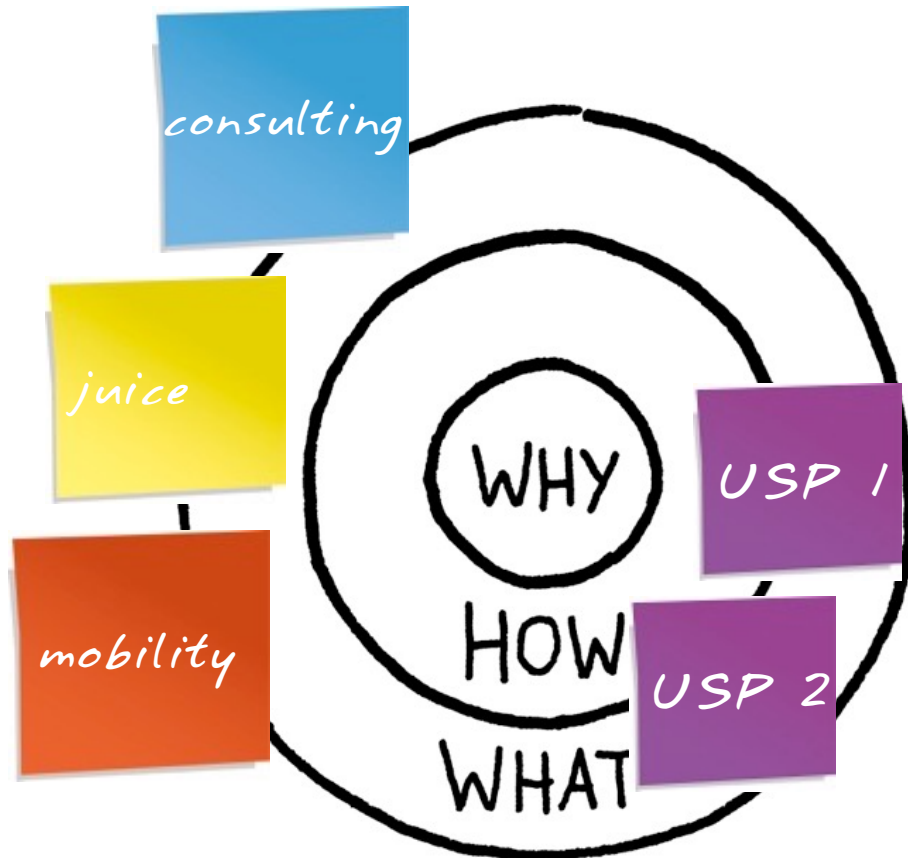
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## How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

# The Golden Circle



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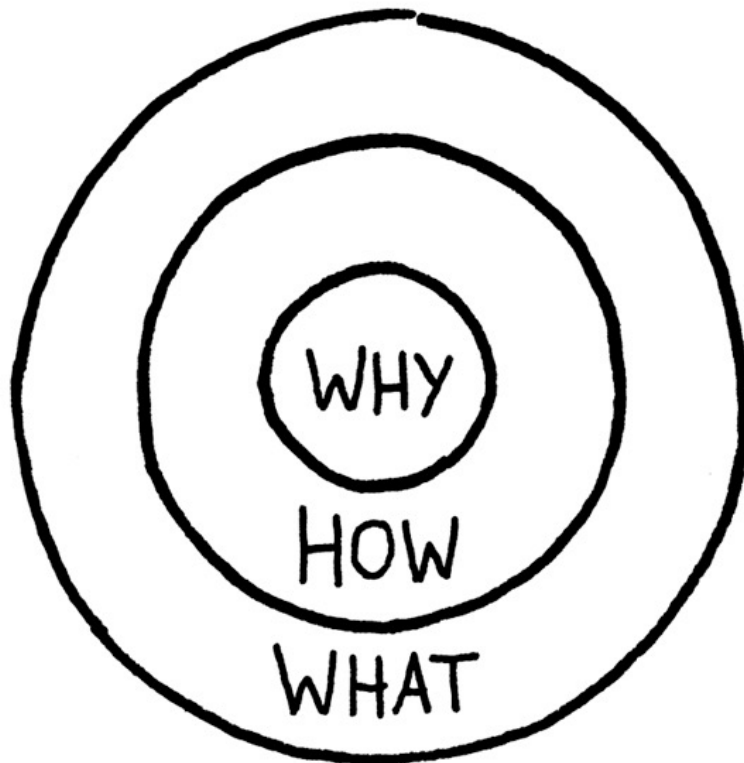
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Source: [thomascook.com](http://thomascook.com)

# The Golden Circle



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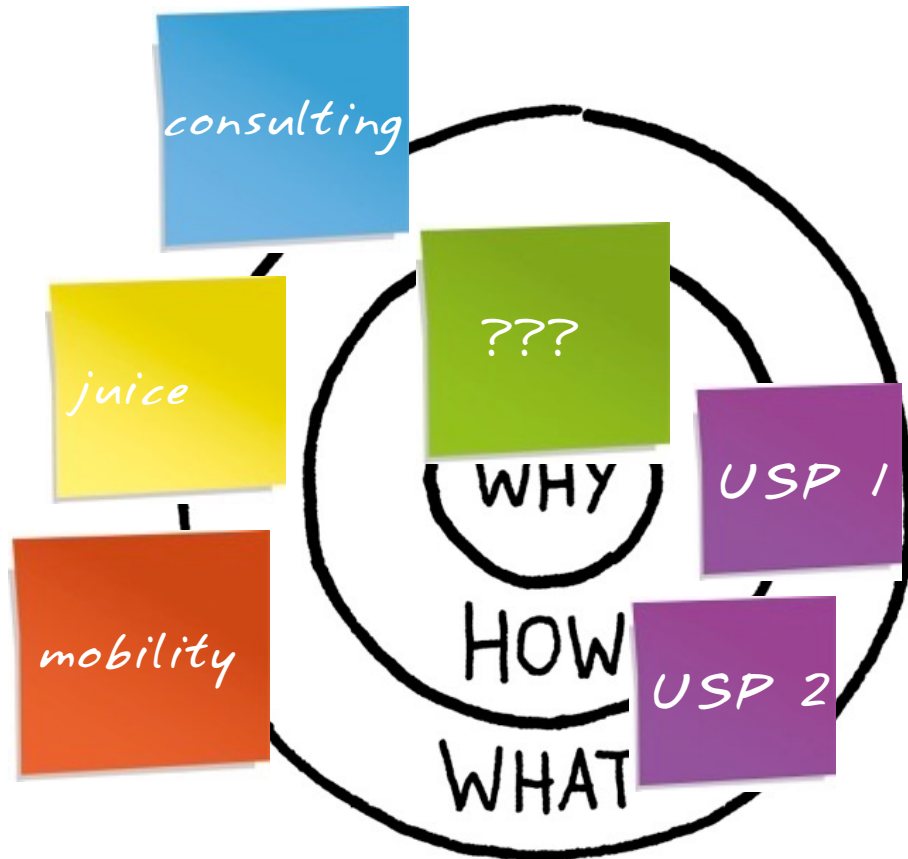
## How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

# The Golden Circle



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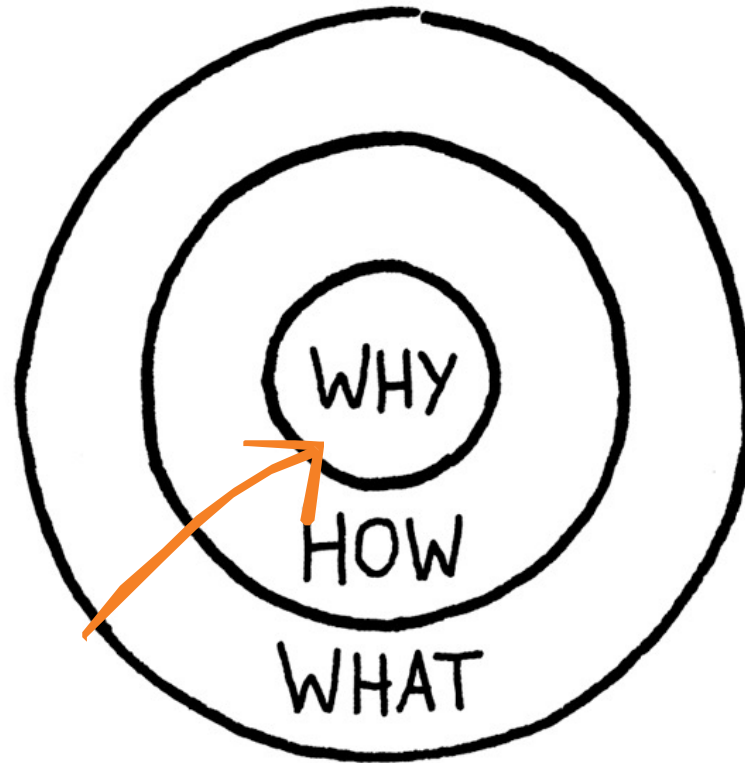
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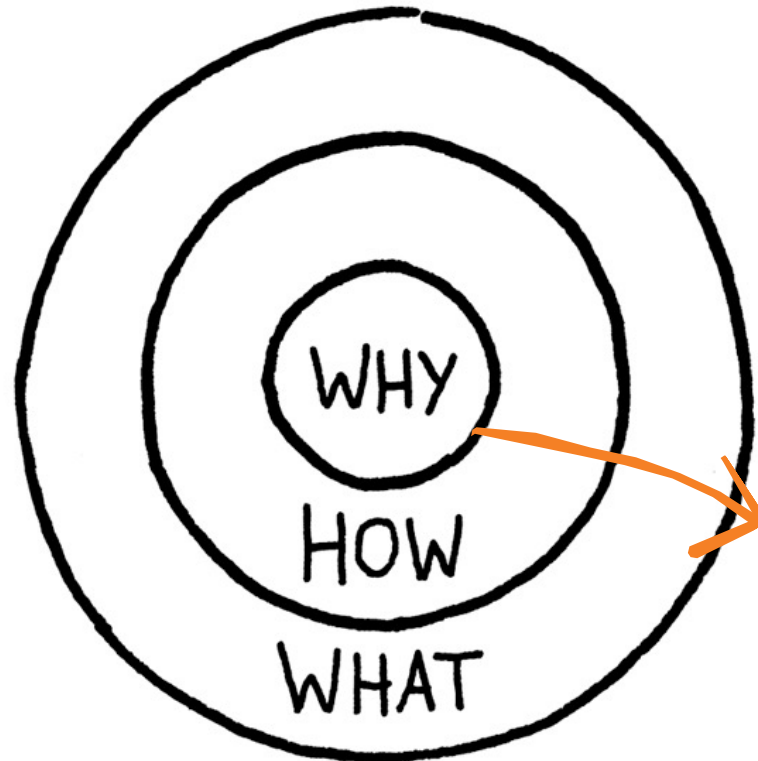
# The Golden Circle





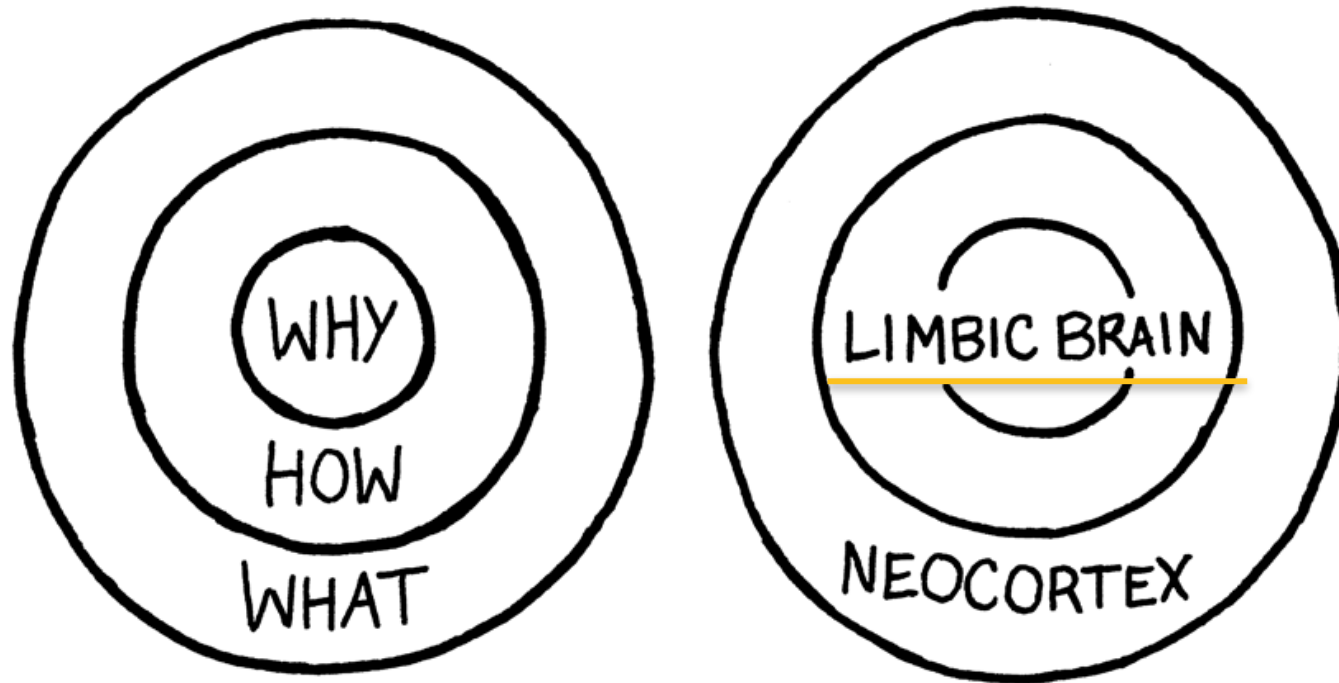
# The Golden Circle

People buy WHY you do it!

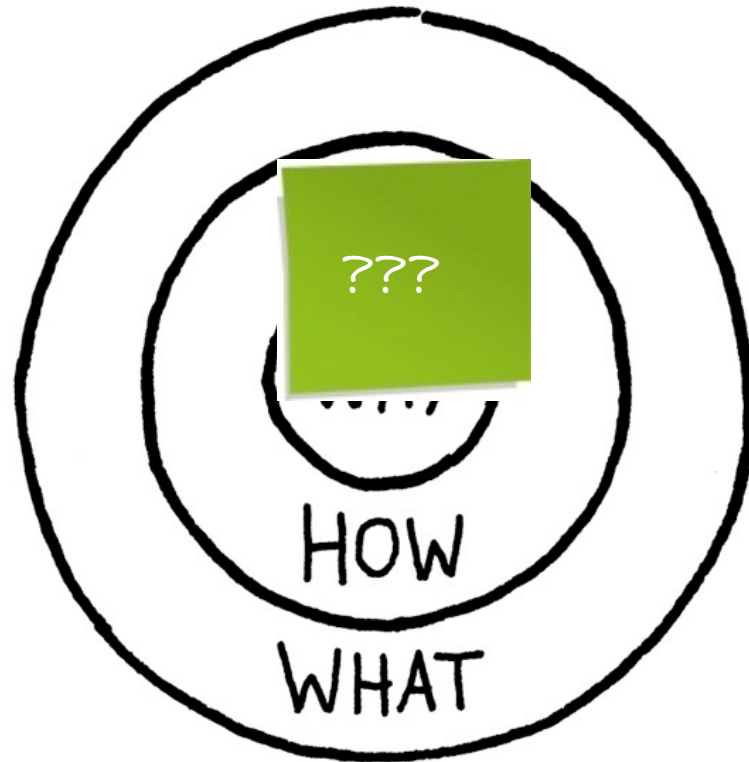


# The Golden Circle + Human Brain

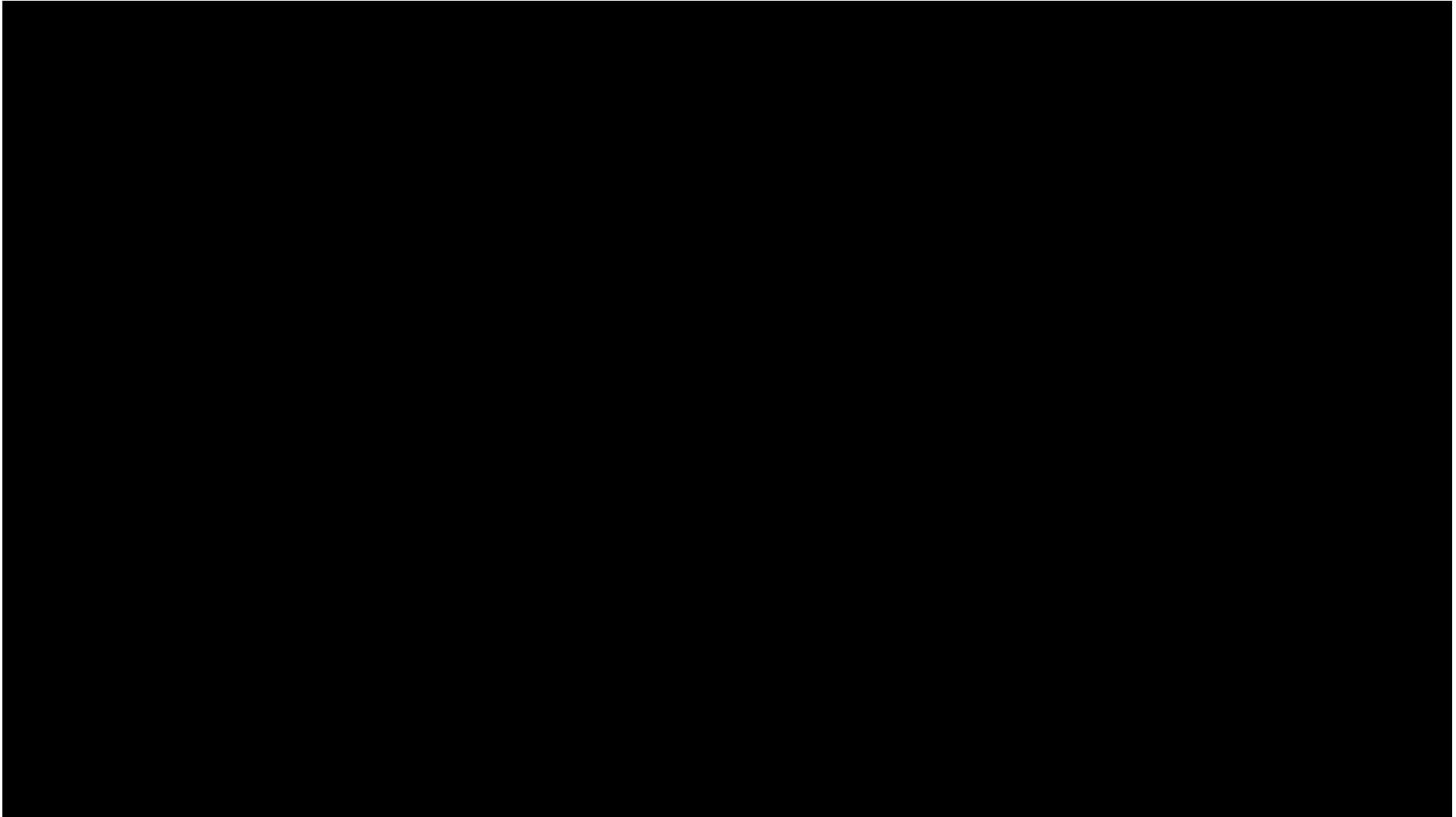
drives behavior & decision-making



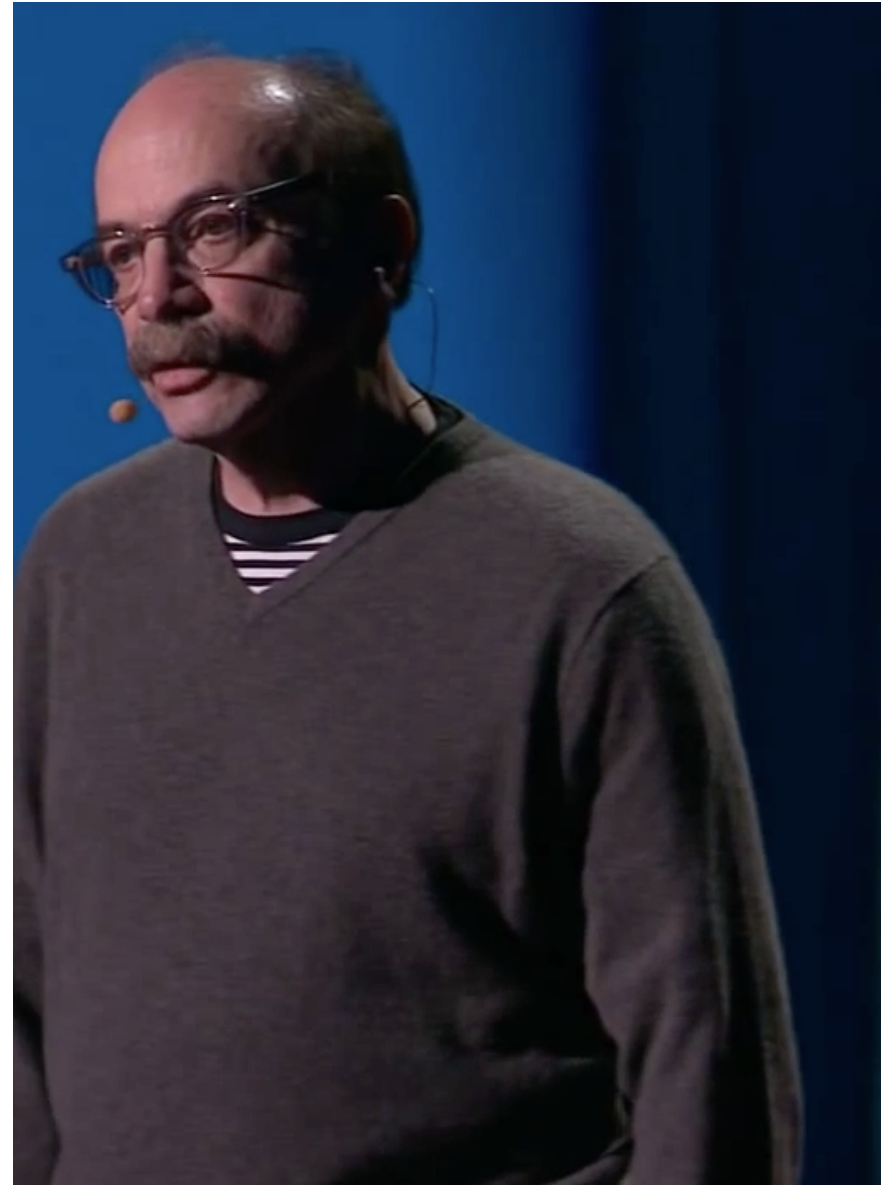
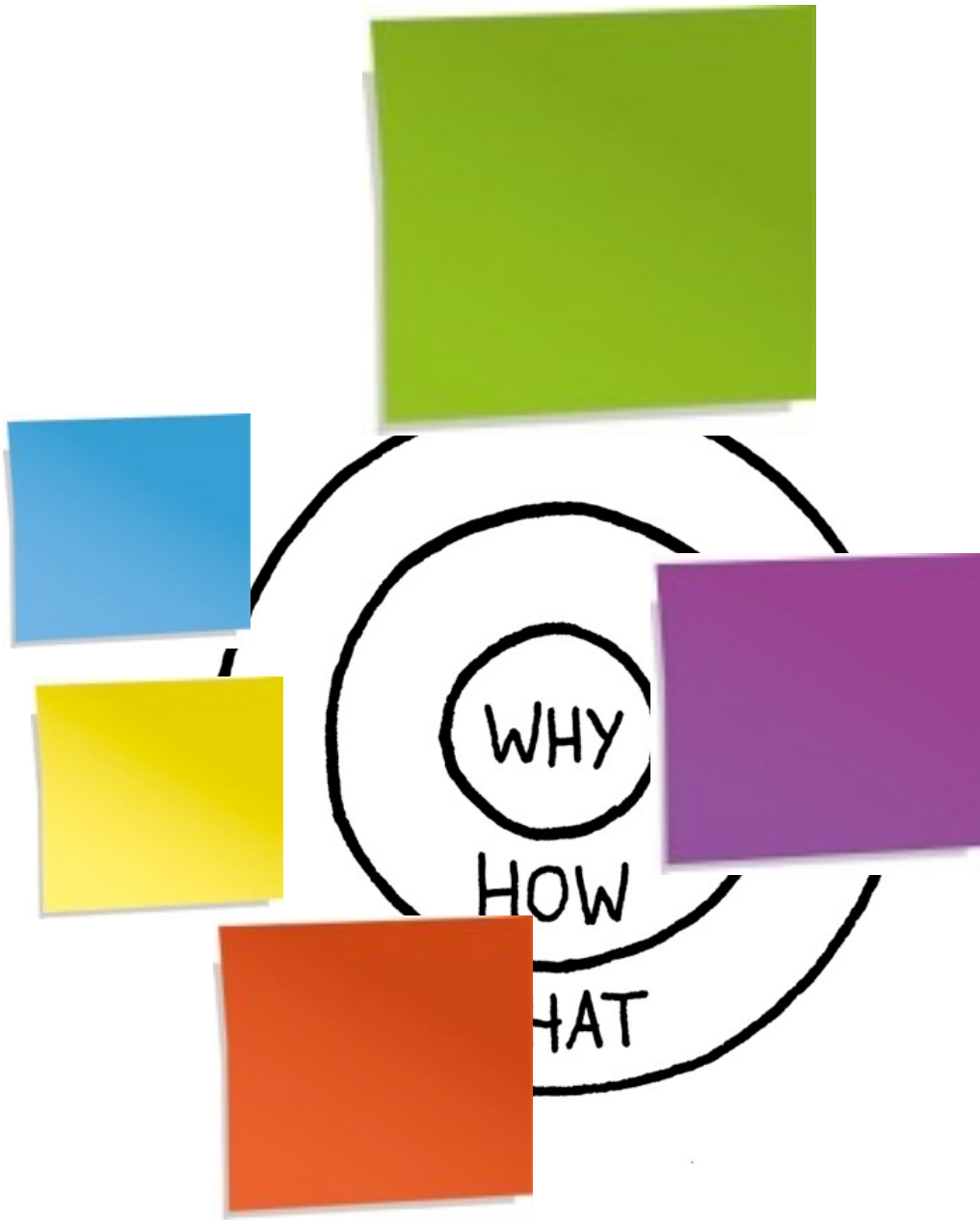
# The Golden Circle



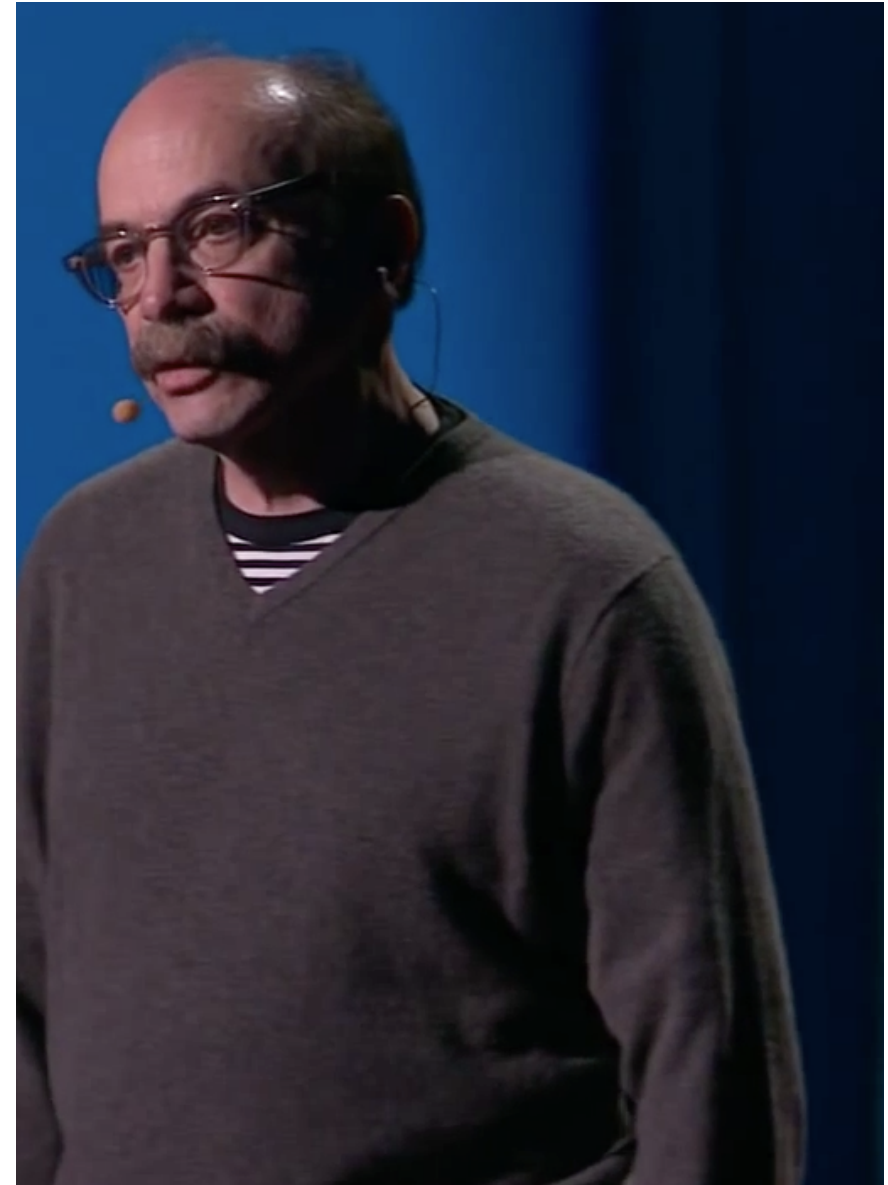
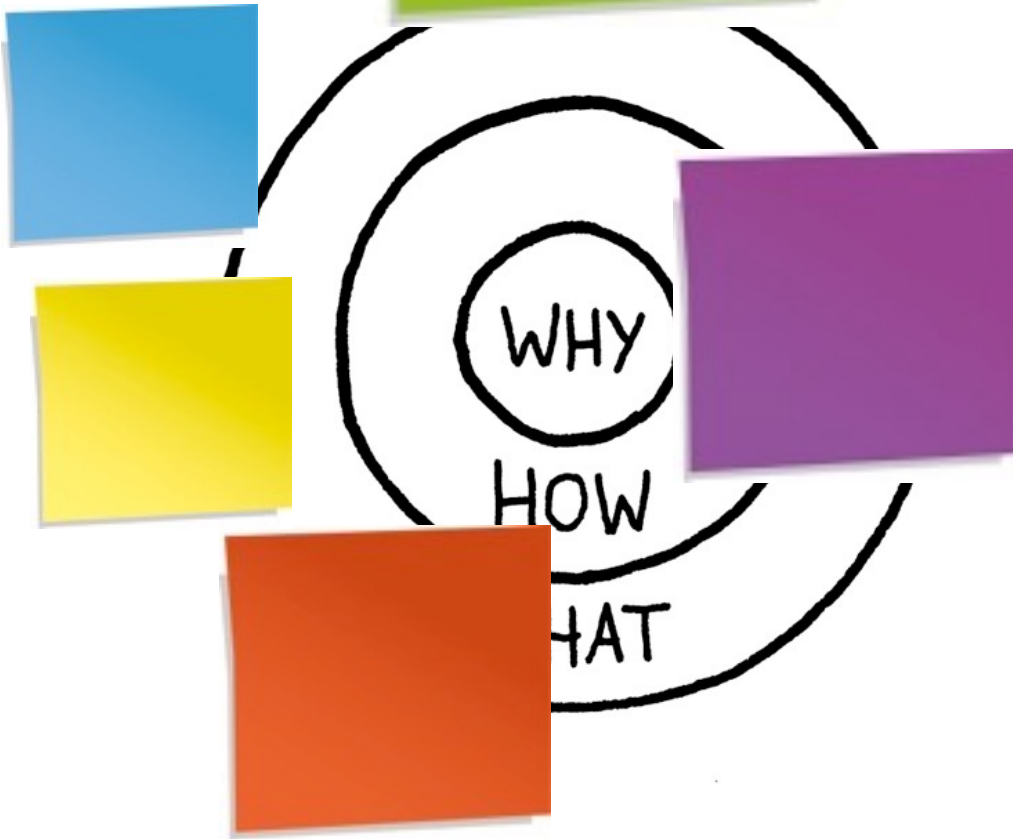
What is  
David Kelley's  
WHY?



Prof. David Kelley - Stanford University



Help people  
regain their  
creative  
confidence!



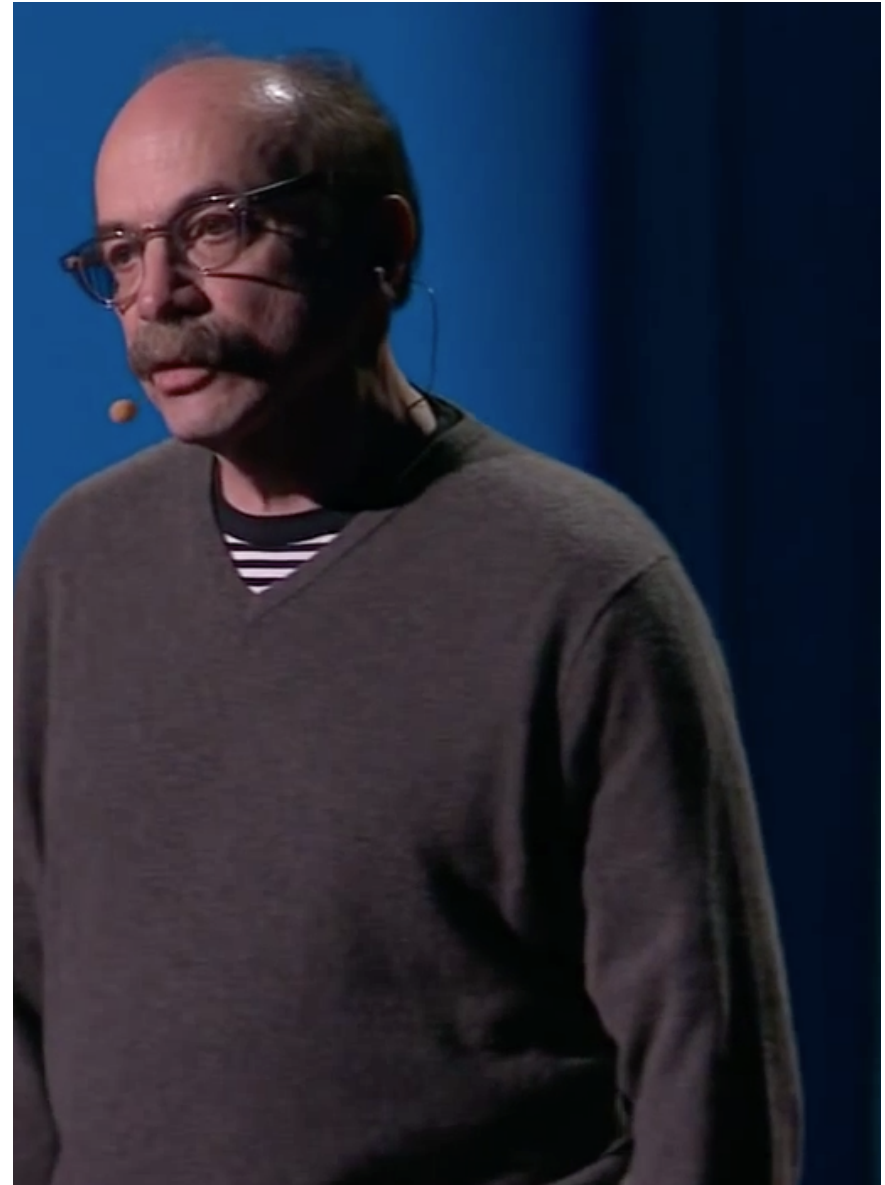
Help people  
regain their  
creative  
confidence!

Design  
Thinking  
Tool

WHY

HOW

WHAT



Help people  
regain their  
creative  
confidence!

consulting

teaching

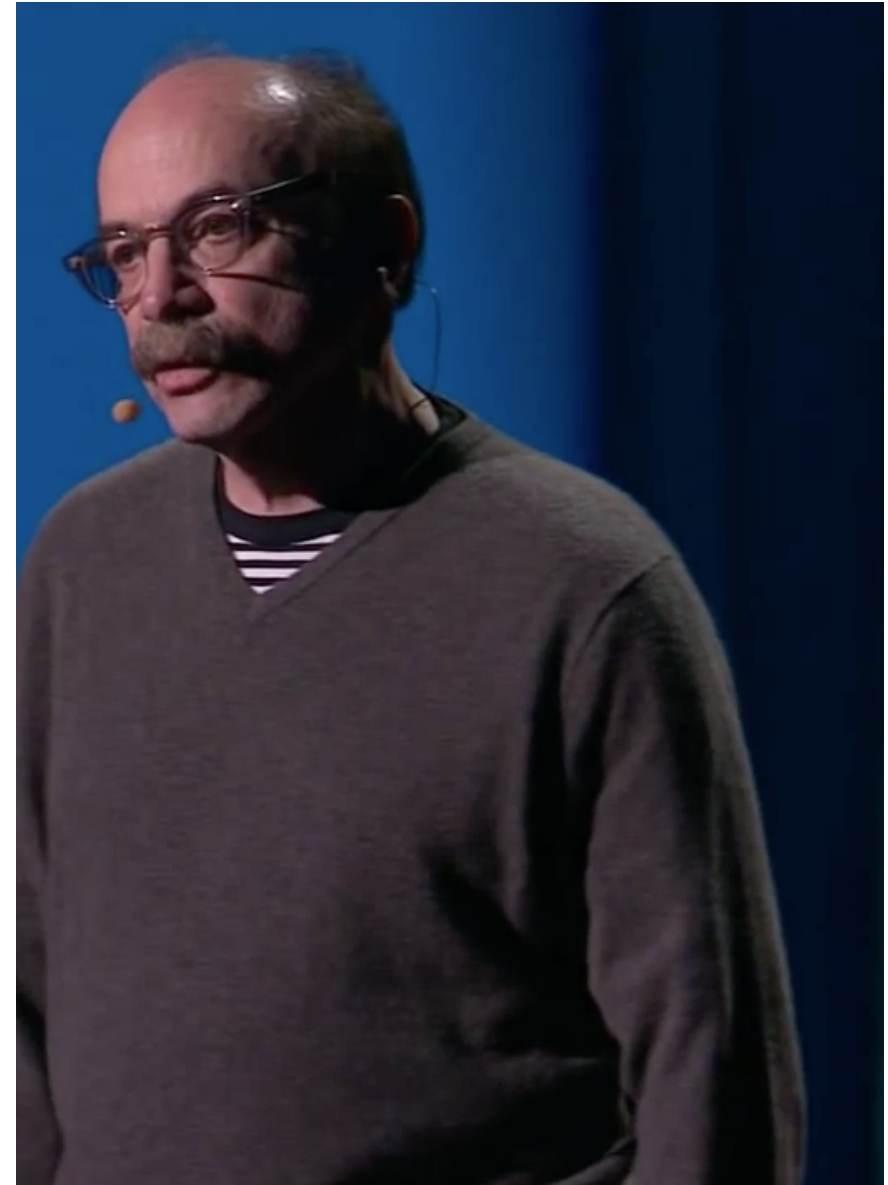
workshops

Design  
Thinking  
Tool

WHY

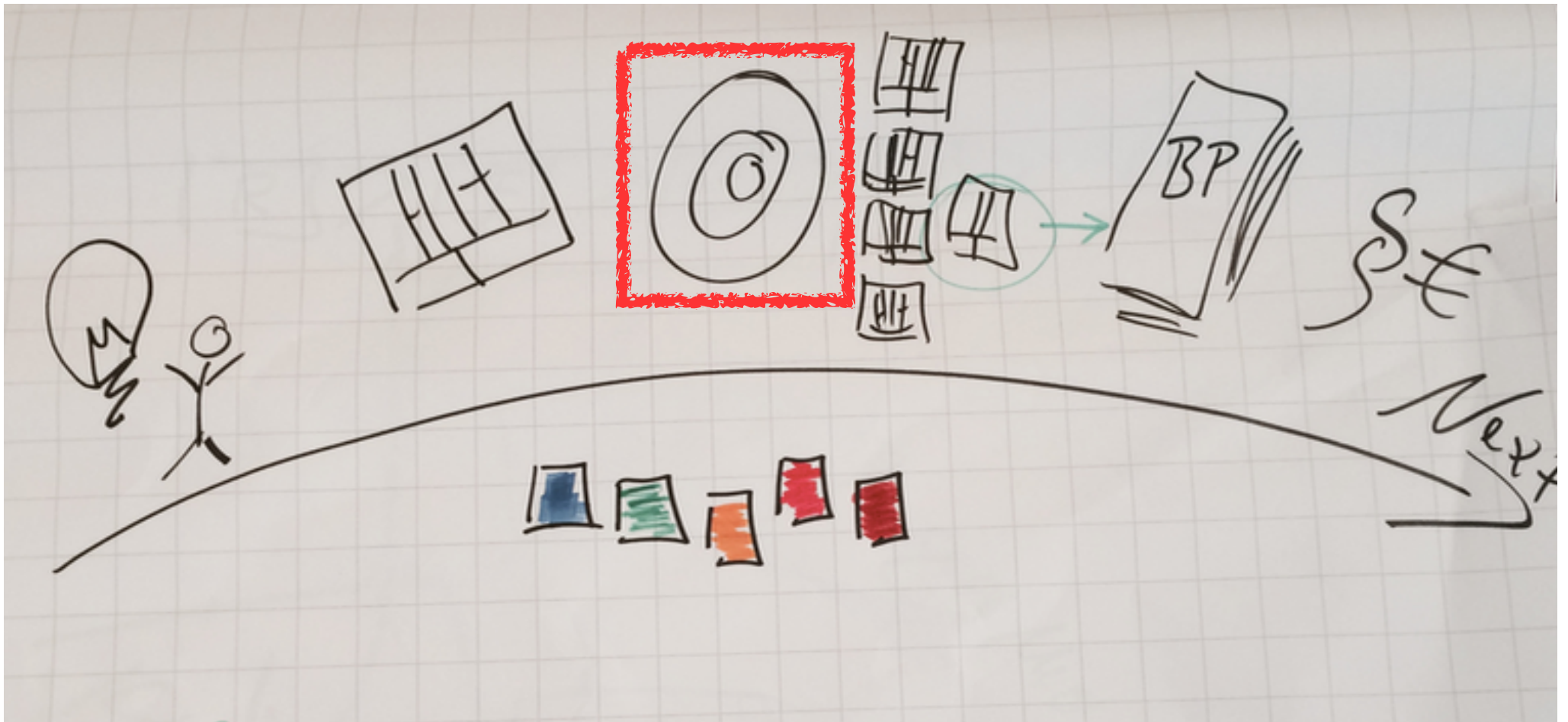
HOW

WHAT

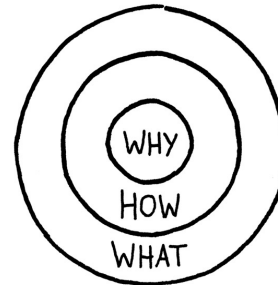




# The process of founding a business



## 3 Different Uses



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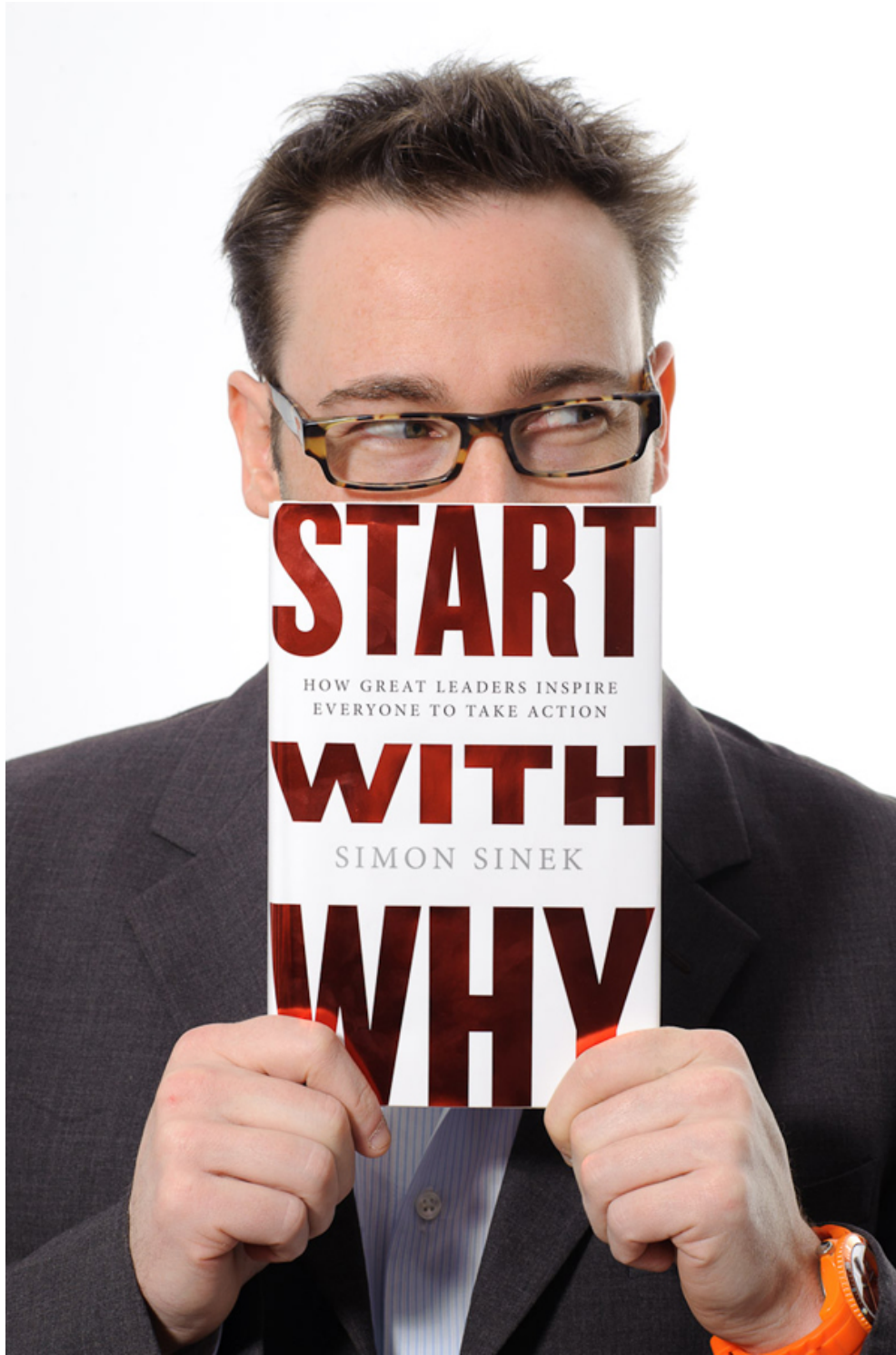
**Business**

- Value Proposition
- Marketing
- Team
- Mission & Vision

**Personal**

- Purpose, belief, life goals
- E.g. convincing friends

# Start With Why



To learn more about the concepts of the Golden Circle:

Learn your Why at [StartWithWhy.com/LearnYourWhy](http://StartWithWhy.com/LearnYourWhy)

Read Simon's blog at [StartWithWhy.com/Blog](http://StartWithWhy.com/Blog)

Follow Simon on Twitter [@simonsinek](https://twitter.com/simonsinek)

Watch Simon's TEDx talk at [TED.com](http://TED.com)

Thank you :-)