



START WITH WHY BY SIMON SINEK

This book is about a naturally occurring pattern, a way of thinking, acting and communicating that gives some leaders the ability to inspire those around them. **[This is a book for people who want to lead and inspire. Boom. There can be no question who this book is for or what it is promising.]** Although these “natural-born leaders” may have come into the world with a predisposition to inspire, the ability is not reserved for them exclusively. We can all learn this pattern. **[We are invited in right from the very start. We are included. We are giving a reason to care – there is a system! It is teachable!]** With a little discipline, any leader or organization can inspire others, both inside and outside their organization, to help advance their ideas and their vision. We can all learn to lead. **[Now we are encouraged to do this good work. And note the authority with which Sinek writes. He doesn't have to tell us why he is in a position to speak about this or tell us that he has done years of research. The way he speaks amplifies his authority.]**

The goal of this book is not simply to try to fix the things that aren't working. Rather, I wrote this book as a guide to focus on and amplify the things that do work. I do not aim to upset the solutions offered by others. Most of the answers we get, when based on sound evidence, are perfectly valid. However, if we're starting with the wrong questions, if we don't understand the cause, then even the right answers will always steer us wrong . . . eventually. The truth, you see, is always revealed . . . eventually. **[Here, he deftly refutes his competition – and makes us curious about how this small shift can such big results.]**

The stories that follow are of those individuals and organizations that naturally embody this pattern. They are the ones that start with Why. **[He gives the whole secret to the whole book right here on p 1.]**

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The goal was ambitious. Public interest was high. Experts were eager to contribute. Money was readily available. **[Okay so now he is telling a story. Something big was happening... and we are going to get right in the heart of it.]**

Armed with every ingredient for success, Samuel Pierpont Langley set out in the early 1900s to be the first man to pilot an airplane. **[Now we see that we're going to get a new twist on a famous story. This is context. This is like doubling down on the reason we should care. "Don't we KNOW this story?" we think...]** Highly regarded, he was a senior officer at the Smithsonian Institution, a mathematics professor who had also worked at Harvard. His friends included some of the most powerful men in government and business, including Andrew Carnegie and Alexander Graham Bell. Langley was given a \$50,000 grant from the War Department to fund his project, a tremendous amount of money for the time. He pulled together the best minds of the day, a veritable dream team of talent and know-how. Langley and his team used the nest materials, and the press followed him everywhere. People all over the country were riveted to the story, waiting to read that he had achieved his goal. With the team he had gathered and ample resources, his success was guaranteed. **[Clearly setting up for a fall we know is coming, but now we wonder, WHY....?]**