

# Simon Sinek

**Simon Sinek is an unshakable 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 wake up every single day feeling inspired, feel safe at work, and feel fulfilled at the end of the day, Sinek is leading a movement to inspire people to do the things that inspire them.

Sinek is the author of multiple best selling books:

- The global best seller (with over a 1 million books sold in the U.S. alone): ***Start With Why: How Great Leaders Inspire Everyone to Take Action***
- The *New York Times* and *Wall Street Journal* best seller, ***Leaders Eat Last: Why Some Teams Pull Together and Others Don't***
- The *New York Times* and *Wall Street Journal* best seller, ***Together is Better: A Little Book of Inspiration***
- And his latest book, ***Find Your Why: A Practical Guide to Discovering Purpose for You and Your Team***



A trained ethnographer, Sinek is fascinated by the people and organizations that make the greatest, lasting impact in their organizations and in the world. Over the years, he has discovered some remarkable patterns about how they think, act and communicate and the environments in which people operate at their natural best. He has devoted his life to sharing his thinking in order to help other leaders and organizations inspire action.

Simon may be best known for popularizing the concept of *Why* in his first Ted Talk in 2009. It rose to become the third most watched talk of all time on TED.com, with over 35 million views and subtitled in 45 languages. His interview on Millennials in the Workplace broke the internet in 2016. It garnered over 80 million views in a week and is now up to more than 200 million views, inspiring conversations on the subject around the world.

Sinek's unconventional and innovative views on business and leadership have attracted international attention. From American Airlines to Disney, from Deutsche Bank to MARS, from big business to entrepreneurs to police forces, Sinek has been invited to meet with an array of leaders and organizations in nearly every industry. He has also had the honor of sharing his ideas at the United Nations, the United States Congress and with the senior-most leaders of the United States Air Force, Marine Corps, Navy, Army and Coast Guard.

With a vision to change the way businesses think, act and operate, Sinek is working with Ernst & Young to help transform company culture and create a better working world. Sinek is an adjunct staff member of the RAND Corporation, one of the most highly regarded think tanks in the world. He is also active in the arts and in the non-for-profit world (Simon prefers to call it the for-impact world).

You can find him at:

The Library - [www.startwithwhy.com](http://www.startwithwhy.com)

Facebook - [facebook.com/simonsinek](https://www.facebook.com/simonsinek)

Twitter - [twitter.com/simonsinek](https://twitter.com/simonsinek)

Instagram - [instagram.com/simonsaysinspire](https://www.instagram.com/simonsaysinspire) & [instagram.com/simonsinek](https://www.instagram.com/simonsinek)

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