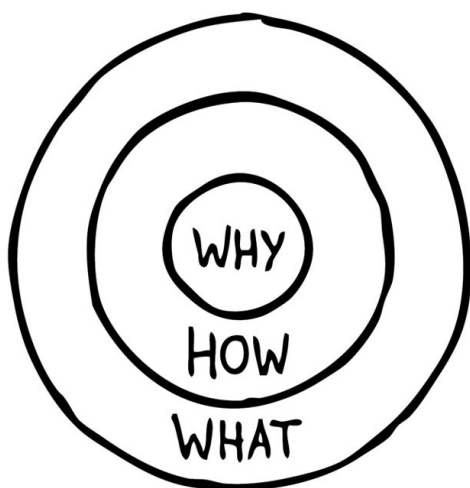


# Communicate Your Why to Drive Clarity & Alignment

## Start with Why!

Below is Simon Sinek's Golden Circle framework. We are going to apply this framework to communication, to strengthen clarity, purpose, intention & effective execution. Use it to BUILD TRUST through your communication.



### What

WHAT you want to communicate.

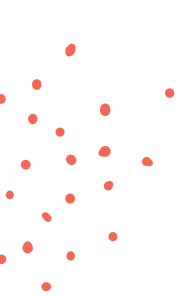
### How

This is HOW you want to communicate your WHAT (email, text, call, in-person meeting, etc.) & it also includes your tone & energy.

### Why

What is the PURPOSE of this communication? Why is it important? Why should anyone care? What transformation do you want to see as a result? Let your WHY drive WHAT you say & HOW you say it!

\*If you'd like to learn more about Simon Sinek's Golden Circle framework, you can watch his [Tedx Talk here!](#)



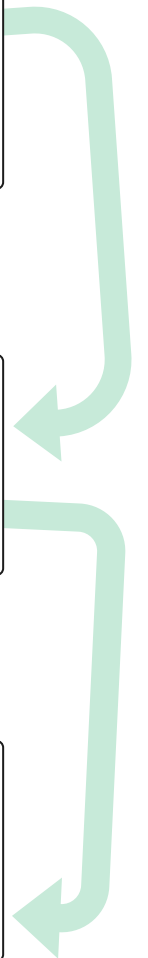
# Communicate Your Why to Drive Clarity & Alignment

**Personal Example:** Think of something you want to communicate to your coworkers or manager right now. Use this framework:

**WHY:** What is the purpose of this communication? What do I want people to think, feel, & do as a result of what I say? What transformation do you want to see as a result?

**HOW:** Email? Phone call? Video call? Tone? Energy?

**WHAT:** What you say! This can include your WHY!





# Communicate Your Why to Drive Clarity & Alignment

**Practice:** I want you to PRACTICE using the Golden Circle Framework for communication.

**Reflect:** Take some time to reflect on the following questions prior to our next session:

What is it like using the **Golden Circle framework** for communication?

What did you **enjoy** about it?

What is **challenging** about it?

What **surprised** you about it?



# Communicate Your Why to Drive Clarity & Alignment

**Reflect:** Take some time to reflect on the following questions prior to our next session!

What obstacles stand in your way when **communicating your why**?

Reflect on a time in your life when you could have communicated **more effectively** – now apply the Golden Circle Framework.

In what way(s) will using the Golden Circle framework for communication **build trust** with your team?

What do you have **questions** on?