



Start with Why – Simon Sinek

🔥 First, **INSPIRE ACTION** by asking what your **WHY** is for doing things. Then decide **WHAT** it is you want as it relates to your goal or outcomes. Finally, **HOW** you will make it happen? The steps to accomplish your goal are so important! Stay open for all the possibilities. The **BIG WHY** is connecting all of it to your purpose in this world.

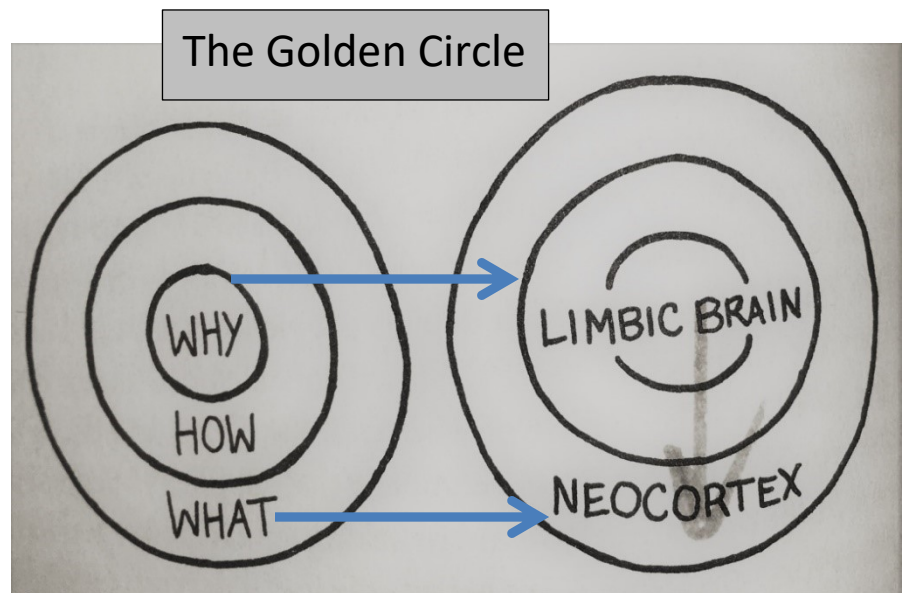
🔥 **Why the WHY is so important:** Thinking (Beliefs) + Behavior (Taking Action) = Results

🔥 “Everything starts on the inside and works its way out!”

Why = belief or ideal

How = action or behavior to realize belief or ideal

What = results of ..



🔥 The **limbic** part of the brain drives behavior. It's where gut decisions come from and what tells us when things “feel right.”

🔥 The **neocortex** is where our rational and analytical decisions come from.

Application Question/Activity:

Create clarity around why you want to achieve your current goals. Why is each one important to you? Are you goals in alignment with your Big Why?