BW Leadership Institute
Unlock the *Only* Business Idea with Truly *Unlimited* Potential

Start With Why
You are the coach of a young sports team. Your team has done very well this season.

They’ve won the local and regional championships and advanced to national competition.

The invitation to the ‘nationals’ includes an all-expense paid trip to Disney World as well as new team uniforms. The kids are ecstatic.
Dilemma: There are 15 kids on your team and only 12 may travel and participate on the national team.

As coach, you have to decide which three kids do not travel/participate. **How would you go about making your decision?**
THE GOLDEN CIRCLE

- **WHAT**
- **HOW**
- **WHY**
WHAT
Products sold, services offered or your role at work.

THE GOLDEN CIRCLE

WHAT

WHY

HOW

WHAT
**THE GOLDEN CIRCLE**

**HOW**
The things that set you apart from others who do about the same thing you do. Your values.

**WHAT**
Products sold, services offered or your role at work.
WHY
Your purpose, cause or belief.

HOW
The things that set you apart from others who do about the same thing you do. Your values.

WHAT
Products sold, services offered or your role at work.
THE GOLDEN CIRCLE

- Why
- How
- What
THE GOLDEN CIRCLE
THE GOLDEN CIRCLE + THE HUMAN BRAIN

The diagram illustrates the relationship between the Golden Circle (WHY, HOW, WHAT) and the human brain regions (Limbic Brain, Neocortex).
THE GOLDEN CIRCLE

CLARITY OF WHY
Your purpose, cause or belief

DISCIPLINE OF HOW
The things that set you apart from others who do about the same thing you do. Your values.

CONSISTENCY OF WHAT
Products sold, services offered or your role at work
“We measure success by the way we touch the lives of people.”
Since 1998: 16.9% compound growth
Does your organization have a vision that compels action and inspires?

How do you instill your values across the organization?
We are dedicated to conducting business according to all applicable local and international laws and regulations with the highest professional and ethical standards.

**Respect:** We do not tolerate abusive or disrespectful treatment. Ruthlessness, callousness and arrogance don't belong here.

**Integrity:** We work with customers and prospects openly, honestly and sincerely. Communication: Here, we take the time to talk with one another…and to listen.

**Excellence:** We are satisfied with nothing less than the very best in everything we do.
You engage with a small group of team members to share your vision, assess progress and identify gaps.
“I believe in the vision. But, what do you want me to do?”

“I know how to be a supervisor. I have no idea how to be a leader.”

Steve Kreimer

*BW Papersystems*
How do you help Steve?

What does a great leader at YOUR organization DO?
3 of 4: **DISENGAGED**

7 of 8: **COMPANY DOESN'T CARE ABOUT THEM**

130 million stressed, unhappy people heading home each day
The Number One Determinant of Happiness...

A GOOD JOB

Meaningful work among people we care about.

- Gallup poll of 155 countries
WHY PEOPLE LEAVE

Other Stuff
20%

Boss
80%
People deserve to know that they matter. Recognition and celebration is your most abundant resource.
“You should shine the light into every corner of your organization to find those individuals toiling away in relative obscurity and celebrate the everyday greatness of each person.”

Marcus Buckingham

New York Times Best-Selling Author, Researcher, Motivational Speaker & Business Consultant
WHAT do you recognize and celebrate?
WHAT DO WE RECOGNIZE?

One’s Efforts: Energy invested on the way.

One’s Excellence: Exemplary achievements.

One’s Example: Embodying the message.
PERSONAL RECOGNITION MESSAGE

• The **specific behavior**
• The **primary feelings**
• The **impact**

“Benjamin, I am **inspired** by your commitment to our continuous improvement journey. **Your thoughts and ideas on how we can work better as a team** not only **saves us time**, it encourages others **to think more creatively** about their work. **We are a better, stronger team because of you!**”
PERSONAL RECOGNITION MESSAGE

- The specific behavior
- The primary feelings
- The impact
TrulyHumanLeadership.com

Everybody Matters

Available on iTunes

Podcast

Everybody MATTERS
The Extraordinary Power of Caring for Your PEOPLE Like FAMILY

Bob Chapman
CEO of Barry-Wehmiller

Raj Sisodia
Co-Author of Conscious Capitalism

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