

Untitled Simon Sinek Docu-Series

INDUS VALLEY MEDIA





Do you live a fulfilling life?

Most everybody wants to. But how many can say they do? We've all heard the siren song that "if you love what you do, you'll never work a day in your life", but figuring out how to get there can stump even the sharpest, most ambitious minds among us.



The Show

Simon Sinek is an unshakeable optimist. Simon has devoted his professional life to advancing a vision of the world that does not yet exist; a world in which the vast majority of people wake up inspired and go to bed fulfilled. A best-selling author of five books and renowned public speaker, Simon has spent 15 years evangelizing the importance of knowing your “why” and helping some of the most influential people and organizations in the world lead, inspire, and unlock their potential – from companies like Google to the US government. For so many, Simon has been a pillar of strength, offering a sea of knowledge and serving as a lighthouse for those in need of guidance.

The Show

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But now, while at the top of his game, Simon is doing something nearly unthinkable: he's walking away. No more speaking engagements or consulting. And the reason is simple: he's no longer fulfilled and has no idea where to go from here. Vulnerable and unsettled, Simon finds himself in an unfamiliar state, and he knows he needs to take on a new journey to find his way out.

The Show

Simon is determined to find his next chapter, and wants to bring everyone along on this journey of discovery – from the anxious college grad to the unhappy executive and all those in between.

We are all on our own journey, but we don't have to go alone. In his pursuit of creating a fulfilling life in his next chapter, Simon also wants to help and connect to others, be that by finding their “why” like he's done in the past or searching for what's next in their lives. He knows that sometimes, the best way to solve your problems is by helping someone else solve theirs.

The Premise

Our team will scour America to find people who are in a period of transition in their lives. This could be college graduates, retiring athletes, or a recent divorcee. Some will be entering a new chapter by choice, like Simon, while others may be forced to start something new by life circumstances.

In each episode of the show, Simon will spend 10 straight days with one of these people, helping them, taking them to learn from others, getting uncomfortable, and making new experiences. Simon will explore how this quest of transition impacts all generations, geographic backgrounds, and other kinds of identities. Over the course of the series, Simon will show how a steel worker in Ohio has a lot more in common with a Harvard graduate on Wall Street than people may realize.



The Premise

Simon will narrate over vérité footage to connect with the audience and communicate his inner monologue as he journeys with each guest, synthesizing his experience in real time as he feels himself drawn closer to or farther away from finding fulfillment. At the end of each episode, he'll leave the audience with some final thoughts and takeaways on the experience, as he/we leave the guest behind and continue on our journey together.

Tone

Tonally, the show combines the truth-seeking and premium storytelling of Anthony Bourdain's *PARTS UNKNOWN* with some of the occupational "fish-out-of-water" fun of Mike Rowe's *DIRTY JOBS*. The 24/7 immersion will foster vulnerability and intimacy, as the emotional walls inevitably come down and Simon truly gets to know our guests. What masks do they wear at work that come off at home? What masks do they wear at home that come off when they're alone? The immersion will also lead to conflict: the heart of great storytelling. It's hard enough to spend 10 straight days with someone you like – with a total stranger, things are bound to get uncomfortable. And when conflict naturally does arise, we'll be there to capture it and find the emotional truths that spill out when politeness goes out the window.

WHY NOW?

Coming out of the COVID pandemic, people are increasingly re-examining what they want out of their lives and careers. The pandemic caused many people to pause and think about their lives beyond their day-to-day for the first time in years. What do they really want out of life? Is what we have been working toward truly fulfilling us? Moreover, with many jobs going remote, many people are losing the social connections their work used to provide. People of all ages now find themselves adrift in a changed world, and are asking themselves new questions about work, relationships, and life in general.





Why Simon?

Humanity is at an inflection point. Society has evolved, and the old stories no longer resonate with us.

Put simply, people want to be passionate about their careers and live a well-rounded fulfilling life, but nobody teaches you how to find that... especially not these days.

The fact that Simon happens to be at his own inflection point isn't merely a coincidence, but speaks to a larger societal shift. His journey is that of millions of people, and that universality will make the show zeitgeisty, ripe for a broad audience, and made for the moment. Simon will gift audiences a roadmap for how to begin a new chapter and lead a purposeful life.

