Book Review

Start with Why by Simon Sinek

Big Ideas in Small Doses - A Coaching & Leadership Library Review

The Core Concept: The Golden Circle

Sinek's model centers around three concentric circles:

- 1. Why Your purpose, belief, or cause
- 2. How Your values or guiding principles
- 3. What Your product, service, or output Most people and organizations lead from the outside in. But the most inspiring, trusted, and fulfilled leaders operate from the inside out, they start with why.

Coaching Reflection Prompt

What's your "why"?

Think about a moment in your work or life when you felt most alive or proud.

What were you doing? Who were you helping? Why did it matter?

Complement This With

- Template: Strengths & Values Snapshot
- Case Study: Coaching a Young Leader to Define Their Leadership Voice
- Article: Why Self-Awareness Is the First Step to Stronger Leadership

Why This Book Matters

In a world full of strategy tools and productivity hacks, Start with Why offers a simple yet transformative message: "People don't buy what you do, they buy why you do it." Simon Sinek challenges readers, especially leaders, to stop focusing first on what they do or how they do it. Instead, he invites us to begin with the deeper purpose that drives us. For professionals in transition, emerging leaders, or anyone craving more authenticity in their work, this book provides a framework for reconnecting with personal and professional purpose.

Key Takeaways for Coaching Clients

- Purpose builds clarity. When you know your "why," your career decisions, conversations, and leadership approach become more aligned.
- Confidence is rooted in meaning. People gain confidence not just from skills, but from standing for something.
- Leadership isn't about being in charge, it's about inspiring belief. Purposeful leadership doesn't require a title, just intention and conviction.

Recommended For

- New or emerging leaders
- Transitioning professionals feeling "stuck"
- Coaches and mentors seeking deeper questions to ask clients
- Anyone questioning, "What am I really here to do?"



C:\



780-270-4739



www.sustavia.ca

