

Start with why how great leaders inspire everyone to take action



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Start With Why

Described as "a visionary thinker with a rare intellect"

He is best known for:

- popularizing the concept of WHYY
- unconventional and innovative views on business and leadership
- FISH-tales

He has worked with an array of leaders:

- IBM
- Coca-Cola
- Ducketers
- Ernst & Young
- FISH
- JetBlue
- UPS
- Pfizer
- NBC
- Military
- government agencies
- entrepreneurs

Shared his ideas with:

- United Nations
- US Congress
- senior leadership of the US Air Force
- US Marine Corps
- US Army

**"Imagine a world
where people wake
up inspired to go to
work"**



Intro

Described as "a visionary thinker with a rare intellect".

He is best known for-

- popularizing the concept of WHY
- unconventional and innovative views on business and leadership
- TED talks

He has met with an array of leaders-

- 3M
- Costco
- Deckers
- Ernst & Young
- HSM
- JetBlue
- KPMG
- Pfizer
- NBC
- military
- government agencies
- entrepreneurs

Shared his ideas with-

- United Nations
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Moving around and Education

Did you know Simon was born in England?

- born in Wimbledon, England
- he moved many place: South Africa, London, and Hong Kong.
- by this time he was in his teens, settled in New Jersey and attended North Valley Regional High School. GRADUATION: 1991
- Brandeis University (London)= bachelors degree in cultural anthropology.
- Intentions? Actuality?



Even though Simon changed his path, it was the start to what he does today.

Early Life

FACT: Simon wanted to be a astronaut.



- Simon was asked in an interview why he wanted to be an astronaut.
- Wanted to see the world like most don't or can't.

He is living his childhood dream!

He is sharing a new way of learning and living now, that branches from a small childhood dream.

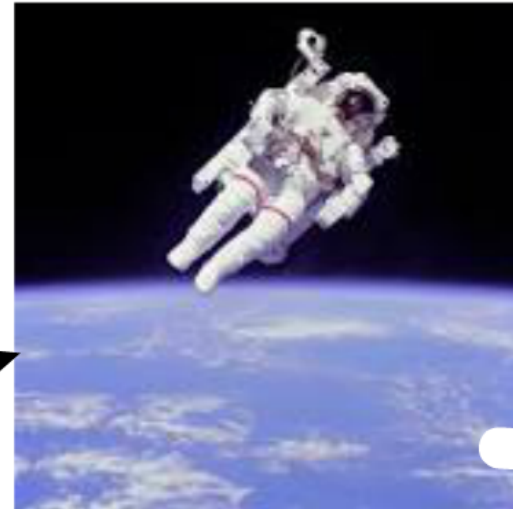
How it leads in

- Once he changed his major, he moved to New York and joined an ad agency.
- Started his own Company in 2002: Sinek Partners.



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