



The Topline Summary of: Simon Sinek's Start with Why - Be a Great Leader and Inspire Other People to Take Action (Topline Summaries)

By Gareth F. Baines, Brevity Books

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The Topline Summary in a Sentence is: It doesn't matter WHAT you do. It matters WHY you do it.

“What's good, if brief, is twice as good.” – Baltasar Gracian

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“The more organizations and people who learn to start with WHY, the more people there will be who wake up being fulfilled by the work they do.” – Simon Sinek, Start with Why

Have you ever wondered why some companies fail, others do average, and some - the rare few – become huge success stories? Why is it that some leaders never

achieve greatness and others motivate millions? What sets apart the mundane from the masterful, the indifferent from the inspirational?

Simon Sinek encapsulated the answers to all of these questions in his groundbreaking book *Start with Why*, following on from his hugely popular and now legendary TED talk. We have extracted the best and most pertinent parts of the book and here it now is, available just a short read away!

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