
Start With Why Summary PDF Cheatsheet —

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? 1. The Golden Circle: Focus on WHY you do things, not on what you do or how you do it (like most other mediocre companies)

The Golden Circle says most of us focus on the outer layers of WHAT we do and HOW we do it, but truly great leaders and companies focus on the core—WHY they do what they do. Apple has succeeded in so many diverse industries because they have a WHY that transcends just making computers well.

? 2. Inspire, Don't Manipulate: Built loyalty by inspiring your people with common purpose, not manipulating with short-term incentives

Business advice usually tells us to use customer incentives like discounts and employee incentives like bonuses. But the way to inspire long-term loyalty is through sharing a common cause or purpose.

? 3. Share Your Customer's Values: Align your message with the values and beliefs of your customers

In an increasingly competitive world, we can stand out by promoting certain values. This attracts very loyal customers who share the same values. We prefer to do business with people who are like us.

? 4. Win Early Adopters First: Focus on gaining support from passionate early adopters to build momentum

When marketing a new type of product, it's critical to first win over early adopters with a compelling reason why your product exists, rather than a dull message about how your product is useful.

?? 5. Write Down Your Why: Clarify and articulate your purpose in writing, to inspire others and keep yourself focused

In the early days of a company, the founder exemplifies the values and the WHY. This provides direction to everyone underneath them. But it's important to write the WHY down clearly so it doesn't become fuzzy after the founder leaves.

This is just a sample!

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