

Why = The Purpose What is your cause? What do you believe?

How = The Process

Specific actions taken to realize Why.

What = The Result

What do you do? The result of Why. Proof



HOW GREAT LEADERS INSPIRE ACTION

Why?

How?



Why = The Purpose

What is your cause? What do you believe?

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The 9 WHYs

- **CONTRIBUTE:** To contribute to a greater cause, make a difference, add value or have an impact 1.
- **TRUST:** To create relationships based on trust. 2.
- 3. MAKE SENSE: To make sense of things, especially if complex or complicated
- 4. **BETTER WAY:** To find a better way and share it.
- **RIGHT WAY:** To do things the right way in order to get results. 5.
- 6. CHALLENGE: To think differently and challenge the status quo
- **MASTERY:** To seek mastery and understanding 7.
- **CLARIFY:** To make crystal clear and understandable. 8.
- 9. **SIMPLIFY:** To decrease complexity.





