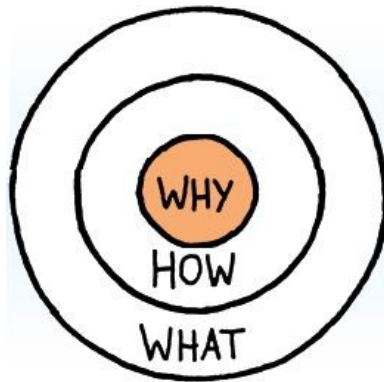




## The Golden Circle



- **What?** - Everybody knows **what** they do – that's your products & services
- **How?** - Some know **how** they do it – what distinguishes you from the competition
- **Why?** - Very few organisations know **why** they do what they do. It's not about making money, but about your purpose, cause & belief. It's the reason your business exists.

**Why are you in the business you're in?**