

Why are some people and organizations more inventive, pioneering and successful than others? And why are they able to repeat their success again and again?

Because in business it doesn't matter what you do, it matters why you do it.

Steve Jobs, the Wright brothers and Martin Luther King have one thing in common: they **STARTED WITH WHY.**

This book is for anyone who wants to inspire others, or to be inspired.



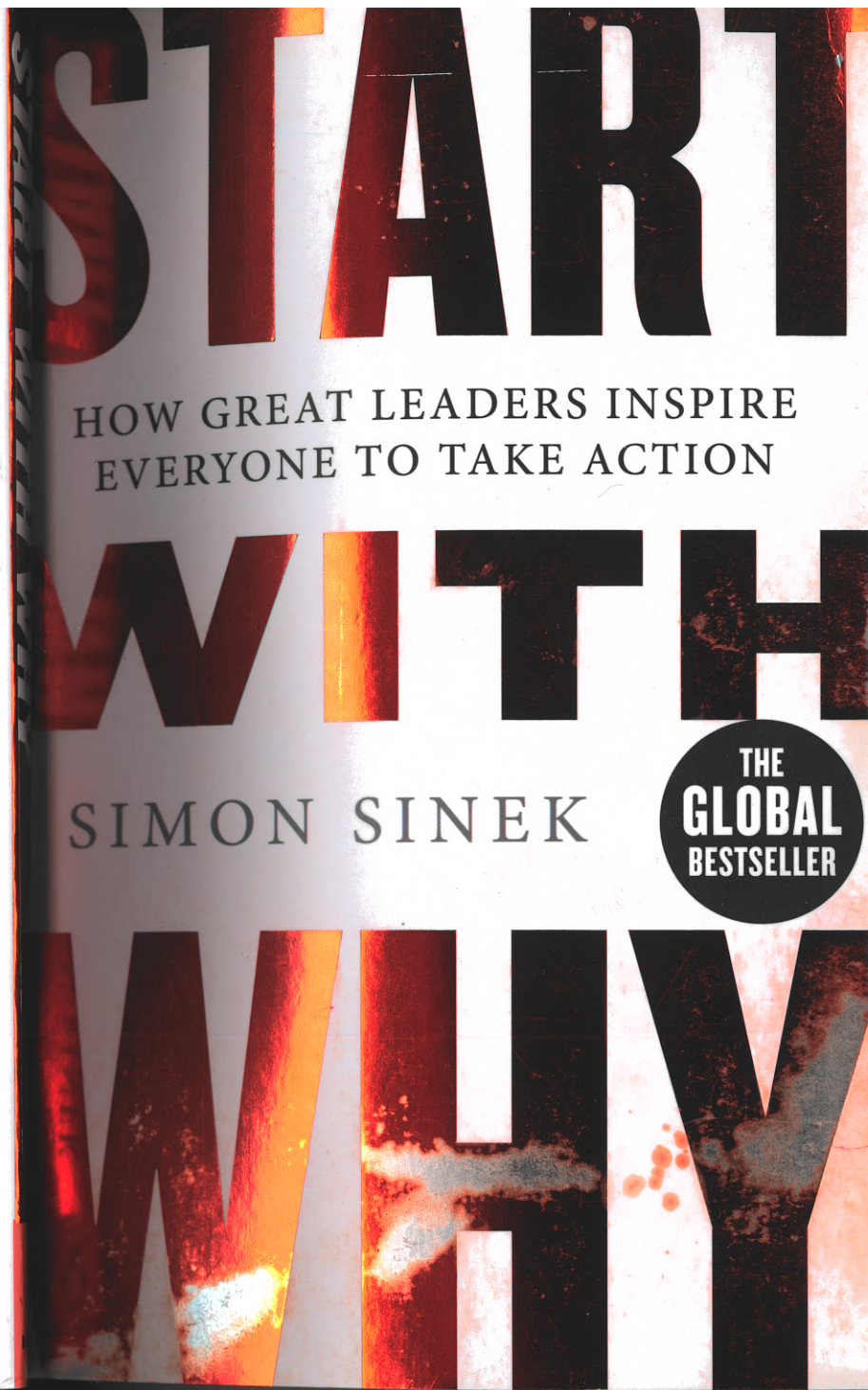
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INTRODUCTION

WHY START WITH WHY?

This book is about a naturally occurring pattern, a way of thinking, acting and communicating that gives some leaders the ability to inspire those around them. Although these “natural-born leaders” may have come into the world with a predisposition to inspire, the ability is not reserved for them exclusively. We can all learn this pattern. With a little discipline, any leader or organization can inspire others, both inside and outside their organization, to help advance their ideas and their vision. We can all learn to lead.

The goal of this book is not simply to try to fix the things that aren’t working. Rather, I wrote this book as a guide to focus on and amplify the things that do work. I do not aim to upset the solutions offered by others. Most of the answers we get, when based on sound evidence, are perfectly valid. However, if we’re starting with the wrong questions, if we don’t understand the cause, then even the right answers will always steer us wrong . . . eventually. The truth, you see, is always revealed . . . eventually.

The stories that follow are of those individuals and organizations that naturally embody this pattern. They are the ones that start with Why.