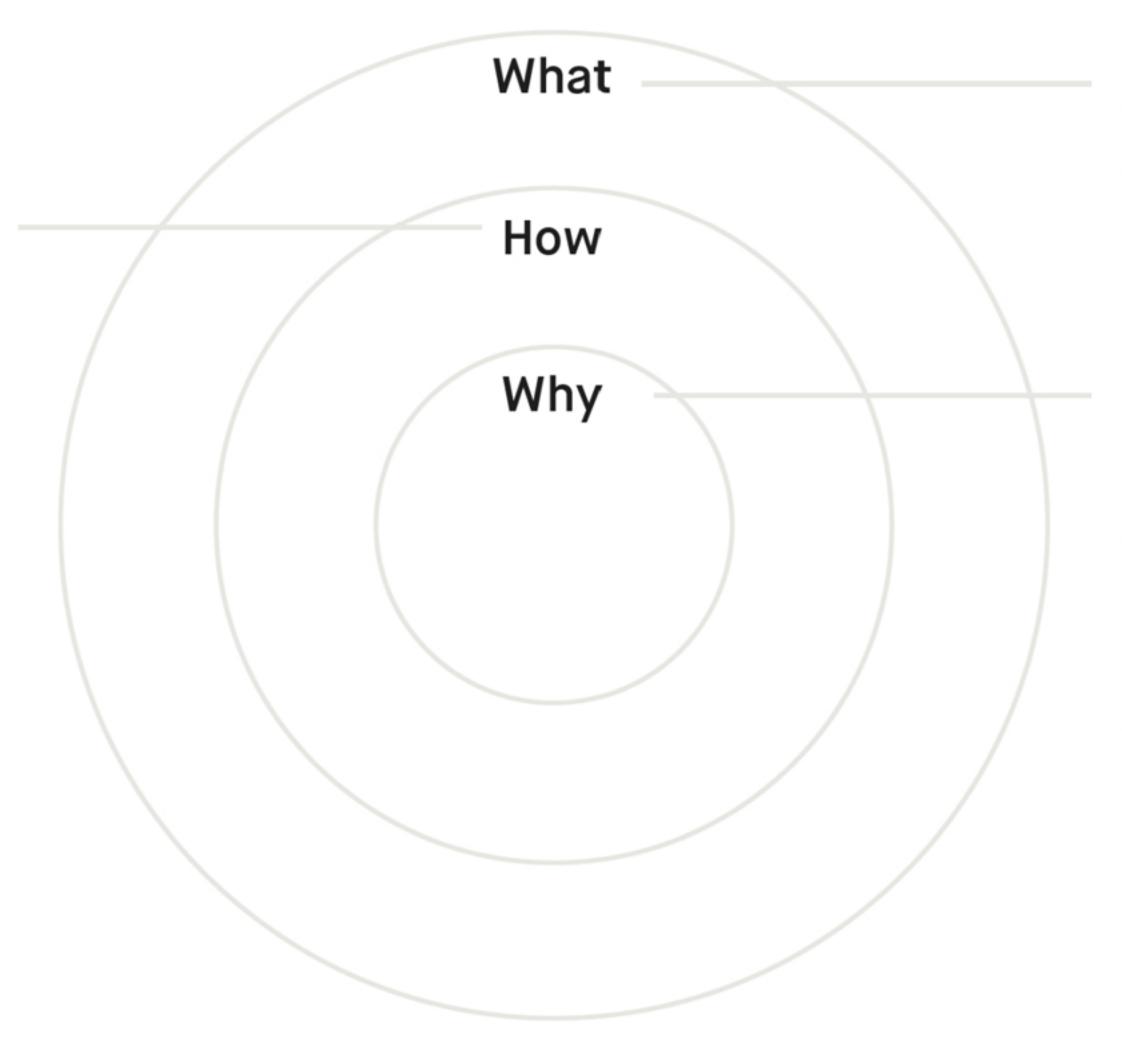
GOLDEN CIRCLE

When our Why is clear, when we are disciplined in How we pursue it and when What we do is consis- tent, the outside world understands our Why as clearly as we do. And when that happens, more and more people are inspired to follow. And that is when you know you are a leader.



The world will perceive you based on What you do. If your Golden Circle is in balance, if all three levels are present and functioning, the combination becomes like your fingerprint: it is your identity; now and forever.

By operating from the inside-out of the Golden Circle we determine how the market will perceive us and we can trust our intuition more often. As our confidence goes up we can effect greater change. By knowing our Why, we understand the reasons for what we do. The goal then becomes to constantly better our ability and find new ways to do it.