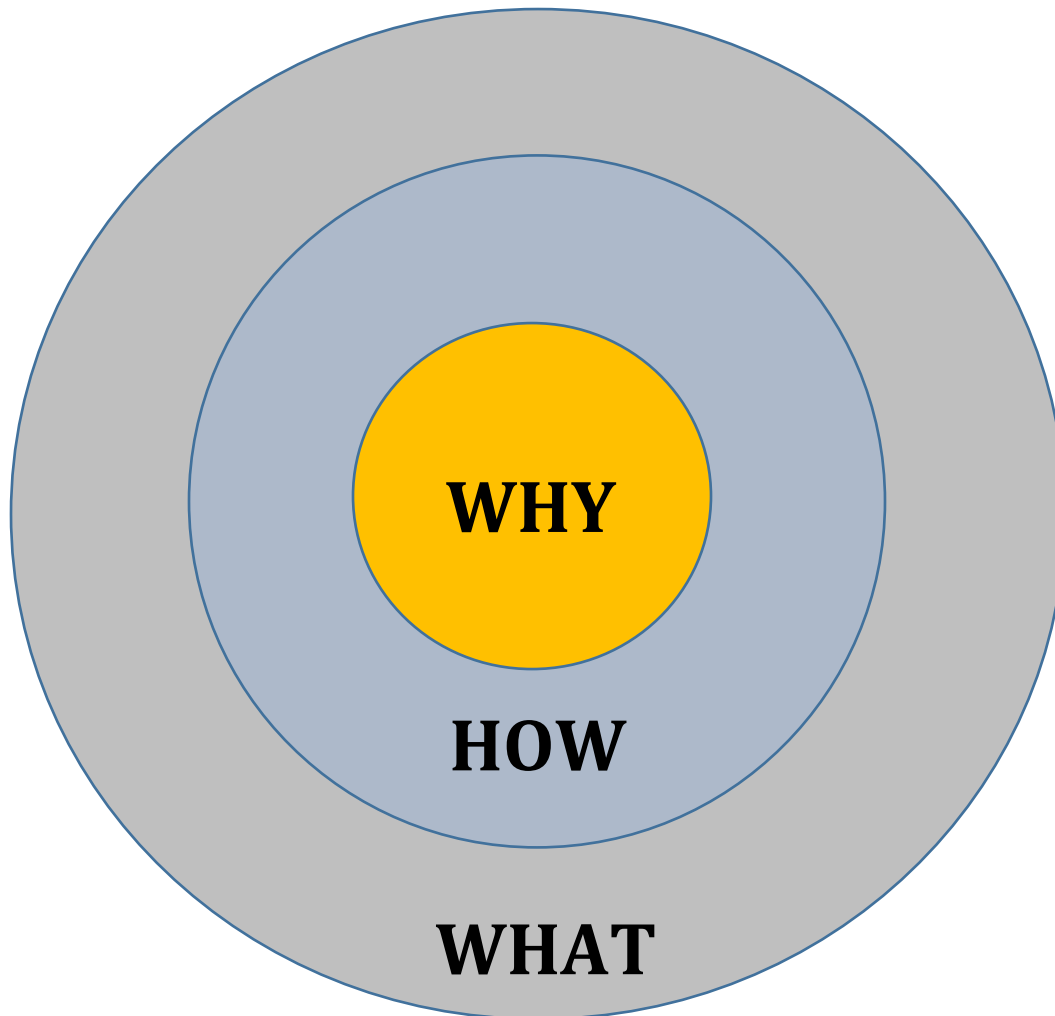


The Golden Circle:
Communicate from the INSIDE OUT.



“People don’t buy what you do; they buy why you do it and what you do simply proves what you believe.”

-Simon Sinek

WHY – Your Purpose

Your motivation? What do you believe?

HOW – Your Process

Specific actions taken to realize your Why

WHAT – Your Result

What do you do? The result of Why. Proof