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