

# SIMON SINEK on Leadership

## WHAT

Every single company and organisation on the planet knows WHAT they do.

## HOW

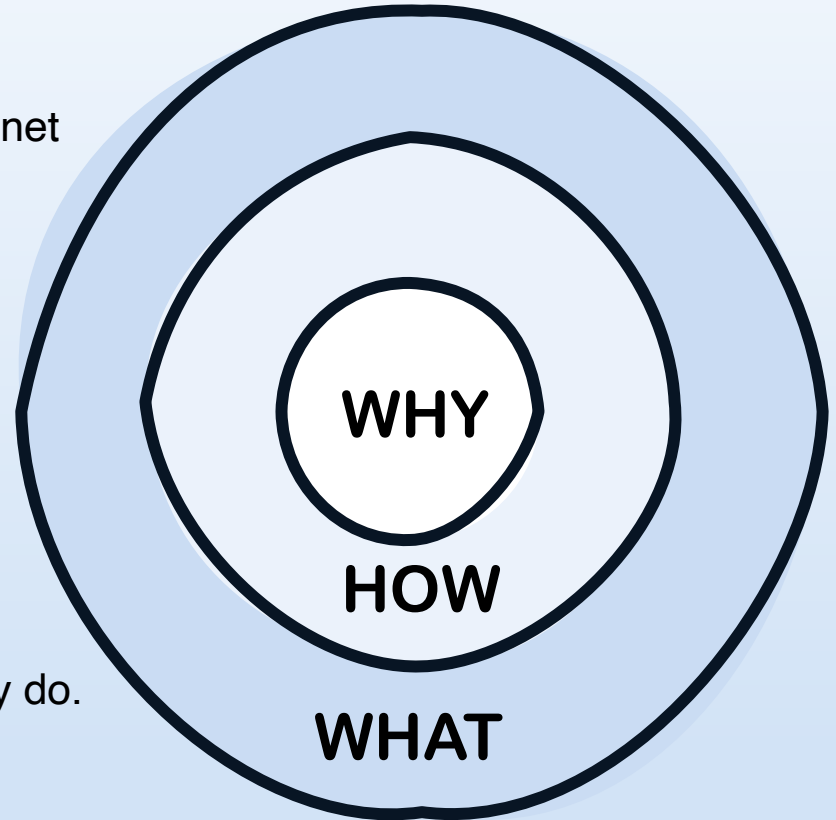
Some organisations know HOW they do it.

## WHY

Not all organisations know WHY they do what they do.

- Your purpose?
- Your motivation?
- What you believe.

WHY is very reason your organisation exists.



**Leadership exists in the  
spaces between people**



# Leadership exists in the spaces between people

“Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.”

NZ Leadership Institute

