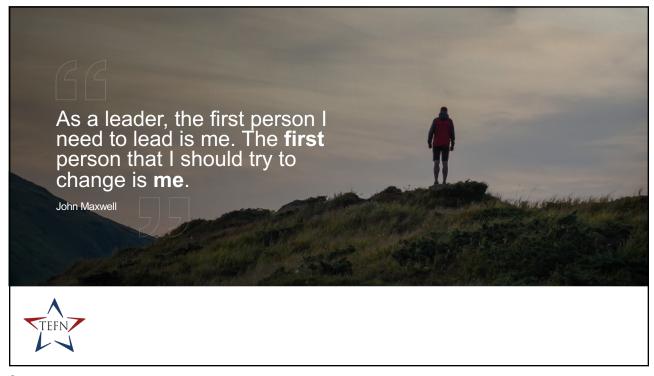
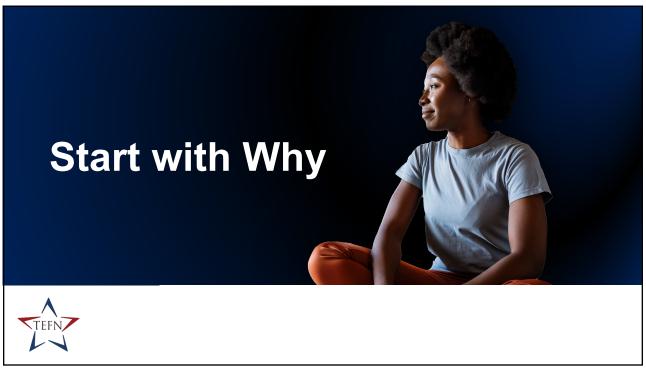


Knowledge Skill Mindset



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The Golden Circle

What

The tangible stuff we do. The products we make, services we offer, and jobs we perform (at work and at home).

The things that set us apart from others who do about the same thing we do. Our values in action.

Why

Our purpose, cause, or belief.

From Start With Why by Simon Sinek

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