

Simon sinek: how great leaders inspire action

[Business](#)



How Great Leaders Inspire Action Introduction Sinek Simon illustrates a simple yet powerful model in which leaders draw inspiration. This involves the use of the Golden circle concept which asks the question “ why?” through the talk, Sinek clearly explains why a group of people can manage to attain their goals while others fail.

Separation of great companies and great leaders from the rest forms the main theme in this talk. The theme is evident in the golden circle concept in which it is attributed that even though most people know what they do, very few understand why they do it. The golden circle proves that great leaders communicate from inside out because they know why they do it. That's where they derive their motivation from, understand the process and deliver results. However, incompetent leaders begin with the outside. This means they know the product but lack the motivation from the inside.

As already seen in the theme, the talk brings out the concept of effective leadership. It entails communicating from the inside out. This is why big companies like Apple; even with its excellent products attracts people because it knows that customers do not buy what it does but buy why it does it. It means leaders and such great companies know why, how and what it takes to inspire in situations that others cannot.

My company understands that in business; it is very difficult doing business with everybody who needs what we offer. The most important thing is doing business with individuals who have a deep belief in our mission and goals; something we believe in.

Leadership skills evident in this talk are ability to inspire and innovate and influence people. Ability to inspire is evident in the law of diffusion in which it is only through inspiration that people accept an idea. This means leadership <https://assignbuster.com/simon-sinek-how-great-leaders-inspire-action/>

skills values innovation as compared to idea adoption. Influence is evident in what Simon terms as the use of powerful communicative language. Martin Luther Jr was a skilled orator who could influence people through his speech.

Conclusion

Creating a business is not a guarantee of success. It is a combination of self devotion, uniqueness, and motivation that brings success into the equation.

Apple Inc. has managed to define itself from the perspective of customers such that they communicate from the inside out to make it easy for consumers to understand their message.

Reference

Sinek Simon. (2010 May). How Great Leaders Inspire Action. [Video File].

Accessed 25 Nov. 2014 from: http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en.