

An Inspiring and Impactful WHY

Simon Sinek outlines how the WHY is at the centre of organizations that have impactful meaning and significance. As he states, 'people don't buy what you do, they buy WHY you do it.' This discovery or alignment with meaning in what you do and coming to work for a higher purpose than just receiving a paycheck, is at the heart of your organization's WHY. Interestingly, research is unfolding that 'things start in the heart, which then connects with the brain.' Discovering your WHY: your organization's 'story that is inspiring, has a far reaching impact on both your internal team members, as well as on the clients/customers you serve. A simple yet powerful way of thinking about your WHY is to define what brings you into work each morning? Is it because you need to work and have a job OR that you believe and see the good that you delivering. Not an easy task to complete, but certainly an important one.

[WATCH THE SINEK VIDEO](#)

Deep Understanding of your Clients

Who really is your client/customer? What is important to them? What are their goals / ambitions? Where are their challenges or 'the pain' that they are experiencing? Are you satisfying a need OR truly providing a solution, that goes far beyond 'the need?' What will the outcomes be from the services/products you are providing?

A 'deep understanding' means that you complete a full diagnosis before prescribing a solution. This diagnosis is about first identifying the right questions to ask, then discovering what is behind the answers to these questions. This requires testing what you think you heard or understood. Next, take the time to think about the best innovative solution. Finally, a deep understanding requires that you test your proposed solution to see if it has multiple impacts: personally, organizationally, practically and emotionally.

Putting this into practice:

As you reflect on both of the above areas, we would be very interested in sharing our experience and background to help you discover your WHY and explore how well you understand your clients

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