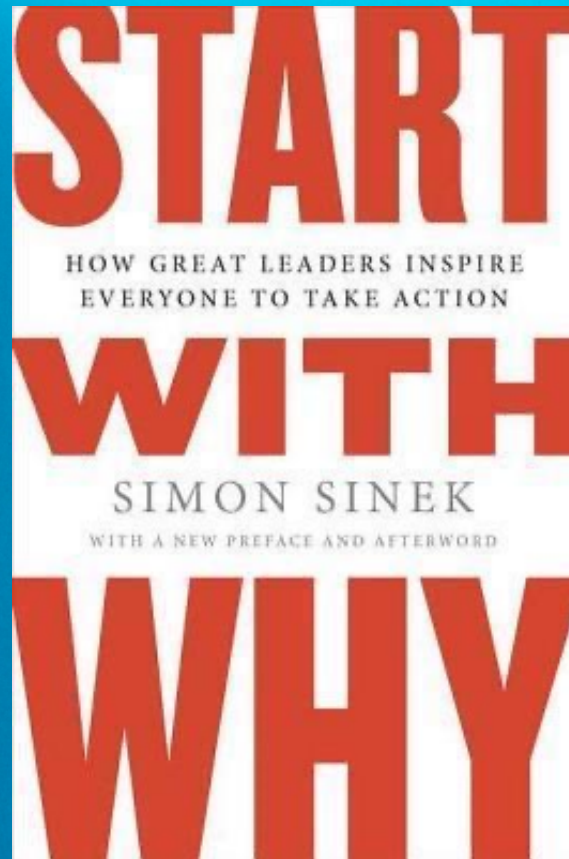


Welcome to the HR Book Club



“Not all readers are leaders, but all leaders are readers.”
- Harry Truman

CPHR BC & Yukon wishes to create a safe, respectful and inclusive environment for all. While participating in this event, attendees have the duty to conduct themselves in an ethical and professional manner and are expected to abide by the CPHR BC & Yukon Professional Rules of Conduct in both verbal and written comments.

Conduct Disclaimer: <https://cphrbc.ca/conduct-disclaimer-for-events-and-roundtables/>

Video Link

<https://www.youtube.com/watch?v=HjriwYrGL28>



How does the concept of the Golden Circle (Why, How, What) resonate with you personally? Can you think of examples from your own life where starting with Why has made a difference?

The Golden Circle: Sinek introduces the concept of the Golden Circle, which consists of three layers: Why, How, and What. He argues that successful individuals and organizations start with Why, the core purpose or belief that drives them, before moving on to How they bring it to life and What they do. By focusing on Why, they can inspire others and create loyal followers.



The Power of Why: Sinek emphasizes that people are not solely motivated by what you do or how you do it but by the purpose behind your actions. Communicating the Why effectively can create emotional connections, build trust, and attract others who share your values and beliefs. This can lead to long-term success and loyalty.

How does understanding the purpose behind someone's actions influence your level of trust and commitment? Can you think of a company or leader who effectively communicated their Why and inspired you or others? What impact did it have on your perception and loyalty?



The Law of Diffusion of Innovation: Sinek introduces the concept of the Law of Diffusion of Innovation, which states that people adopt ideas and products at different stages. By focusing on inspiring the early adopters who believe in the Why, you can influence the majority to follow. Sinek suggests that understanding this law can help leaders and organizations drive change and achieve widespread success.

How can leaders or organizations effectively leverage the Law of Diffusion of Innovation to drive change within their teams or industries? Are there any strategies or tactics you believe would be effective?



The Role of Authenticity: Sinek emphasizes the importance of being authentic and true to your Why. When your actions align with your core beliefs, you inspire trust and credibility. Authenticity is not about being perfect but about being genuine and transparent, admitting mistakes, and learning from them. It fosters stronger connections and deeper relationships.



Reflect on a time when you observed or experienced authenticity in action. How did it impact your perception of the individual or organization involved? Did it strengthen your trust and connection with them? In contrast, can you think of an example of a leader or organization that struggled with authenticity? What were the consequences of their lack of authenticity, and how could they have improved the situation?

Long-Term Success: Sinek argues that focusing on the Why leads to long-term success rather than short-term gains. Building a strong foundation based on purpose and values creates a resilient organization that can adapt to changes and challenges. By maintaining a clear sense of Why, leaders can inspire their teams to stay motivated and engaged, even during difficult times.

Consider a company or organization that has successfully maintained long-term success. How do you think their commitment to their core purpose or belief played a role in their sustainability and adaptability over time?

