

Start with Why

by Simon Sinek

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

- ⁰¹ **Write your personal WHY statement**

Complete this sentence: 'I exist to _____, so that _____.' The first blank is your contribution; the second is the impact. Keep it to one sentence. If you need a paragraph, you haven't found it yet.

MON TUE WED THU FRI SAT SUN

- ⁰² **Flip your next pitch inside out**

Take your current elevator pitch or homepage copy. Rewrite it starting with WHY instead of WHAT. Lead with belief, not features. Notice how the energy changes when you read both versions aloud.

MON TUE WED THU FRI SAT SUN

- ⁰³ **Find your earliest WHY story**

Think back to a defining moment - a time you felt truly alive and purposeful. That story holds the seed of your WHY. Share it with someone and ask them what they hear in it.

MON TUE WED THU FRI SAT SUN

- ⁰⁴ **Audit your organization for manipulation vs inspiration**

List every tactic you use to drive sales or engagement: discounts, urgency, fear, social proof. How many manipulate behavior vs inspire belief? Shift one manipulation to an inspiration this week.

MON TUE WED THU FRI SAT SUN

- ⁰⁵ **Hire for WHY, train for WHAT**

In your next interview, spend the first 15 minutes on belief and values - not skills and experience. Skills can be taught; alignment can't. The best teams are built on shared purpose.

MON TUE WED THU FRI SAT SUN

- ⁰⁶ **Start every meeting with WHY**

Before diving into agenda items and status updates, open with one sentence: 'We're here because we believe _____. ' Watch how it reframes the entire conversation from tasks to purpose.