



Start with Why: How Great Leaders Inspire Everyone to Take Action

featuring **Simon Sinek**

October 17 at 12:00 pm E.T.

(Broadcast live from Seattle)

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There is something all great leaders have in common—their ability to inspire people to take action. From Martin Luther King Jr. to Steve Jobs, leaders with the ability to inspire follow the same pattern; their starting point is not the “what” or the “how”, but the “why” that drives them.

*A trained ethnographer and author of **Start With Why: How Great Leaders Inspire Everyone to Take Action**, Simon has held a life-long curiosity for why people and organizations do the things they do. Fascinated by the leaders and companies that make the greatest impact in the world, he has discovered some remarkable patterns of how they think, act and communicate.*

Don't miss this exciting live event.

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