

PSP Preparation Essentials Book Report  
*Find Your Why* by Simon Sinek  
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In these first three chapters of *Find Your Why* by Simon Sinek, he sets the stage for understanding the importance of finding purpose and guides me to uncover my own why. By focusing on why, both companies and individuals can try to unlock lasting change and cultivate stronger relationships with purpose.

The first chapter, The Power of Why, Sinek introduced me to the core concept, the importance of understanding why. He explains that knowing your purpose is the key to fulfillment, which is much greater than happiness. This can apply to both my personal and professional lives. People that already know their why are more motivated and have stronger connections with those around them. The chapter pushes us to find our own why and purpose behind the actions of what we do.

In chapter two, The Golden Circle, he goes into depth on the golden circle model which helps people put onto paper their purpose. It mainly consists of three layers, why (the core which is their purpose), how (the process which they use), and what (the actions they take or results). He explains that by accident most people start with what and try to work inwards when in reality they should be starting with why and work outwards. Saying your purpose first will make everything much easier and flow naturally, Sinek exclaims. This will create a deeper sense of purpose and motivation.

Chapter three discusses The Why Discovery Process, Sinek gives us several strategies to help us discover our true purpose. He says that WHY is a journey that involves a lot of reflection on the significant moments in one's life. By reflecting on these moments either professionally or personally we can identify recurring themes that eventually reveal our true purpose. He also mentions that uncovering this often requires help from either a friend or someone that knows you well but not too well or there could be bias.

In these first chapters Sinek set the framework for understanding my purpose and guidance to discover it. By focusing on my why in every aspect of my life I can unlock greater potential, curate lasting change within myself, and cultivate stronger relationships. I would recommend this to people who want to get out of the feeling of just going through the motions and truly discover who they are.

WHY Statement: To lead a group with common goals to success for the whole team.