

SERIE EDITOR: SIMON SINEK "START WITH WHY"

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**Abstract:** One of the most famous person in business industry Simon Sinek clearly shows how a true leader should be in the workplace in his book called "Start With Why". He mentions that the role of a leader is not to come up with all great ideas . The role of a leader is to create an environment in which great ideas can happen. No matter how industriousness the leader is , this is of no benefit to the organization if other members don't know what they have to do , why they have to do and how they can do this work. So, Simon shows the importance of how, what, why in his this amazing book.

**Key words:** Wright brothers, Langley ,leaders, flying machine,jobs, degree, group, book,why, organizations, ideas, environment, success.

### Introduction

Once we pay attention to the most developed organizations or countries their leaders are always able to inspire around them. Great leaders are able to inspire people to act that is because people feel related to the team they are working. So, the question comes here what would happen if we could all learn to think , act , and communicate like those who inspire? Studies show that over 80% of people hate their job in America.If more knew how to build organizations that inspire , we could live in a world in which this statistic was reverse - a world in which over 80% of people loved their jobs. Then that leads people to become more productive and more creative in the workplace.

I can show one perfect example from the history of first flight .Armed with every ingredient for success, most people call it recipe for success, Samuel Pierpont Langley set out in the early 1900s to be the first man to pilot an airplane. Highly regarded, he was a senior officer at the Smithsonian Institution , a mathematics professor who had also worked at Harvard and was also given 50.000 dollars from the War Department, a tremendous amount of money for the time.They used the finest materials , and the press followed them everywhere and people as well waited to read that he had achieved his goal. With the team he had gathered, his success was guaranteed , but a few miles away, Wilbur and Orville Wright were working on their flying machine as well. Their

passion to fly was so intense that it inspired the enthusiasm and commitment of a dedicated group to take further actions even though they failed a lot at first. Surprisingly, there was no grant for them. Not a single person on the team had an advanced degree or even a college education, not even Willbur or Orville. But the team banded together in a humble bicycle shop and made their vision real. On December 17, 1903, a small group witnessed a man take flight for the first time in history.

It was not luck. Both the Wright brothers and Langley were highly motivated. Both had a strong work ethic. Both had keen scientific minds. They were pursuing exactly the same goal but only the Wright brothers were able to inspire those around them to develop a technology that would change the world. Only the Wright brothers started with WHY. People come to work with a sense of why are less prone to give up after a few failures. They become unstoppable till they get to the point where they want. Let's take the example of two stonemasons responding to WHY they are building a cathedral. One of them tells he needs to earn money to make a living and he mentions the hardships only, but when the questioner turns to the second one the response is completely different. He only sees the benefit of this cathedral to people and that is what makes any organization successful. With this mindset, success comes easily because no matter how hard it is, they are always ready to do their best as long as they have their WHY in mind. So, the role of leader has been successfully done in that second case. He could ensure and inspire people to act with understanding the crux of their work. What all great leaders have in common is the ability to find good fits to join their organizations. If the workers believe what their leaders believe, they can easily work in tandem. Once we pay attention to the most developed organizations like Microsoft, or Apple, they don't hire skilled people. They hire the ones with better attitude and burning passion so they can teach skills them later but attitude is the hardest thing and comes with a lot of hardship. As a result of which is Southwest. Southwest did not need one and did not have a complaints department for years. Leaders of Southwest could find the best fits to their organization. That is why the role of a leader is indispensable who starts with why and has the ability to inspire.

### **CONCLUSION**

Thus, it is clear that an organization without a good leader is not going to get the level they want. Because leaders are the people who remind to follow standards and are responsible for keeping team integrity, leading them with clear WHY in mind. Simon Sinek uses Martin Luther King, Jr., as a prime example of a person who led with their WHY. Because King's message of equality was clear, emotionally compelling, and positively influential, he acquired a vast amount of followers who counted him as their leader.

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