

# *THE GOLDEN CIRCLE PRESENTATION*

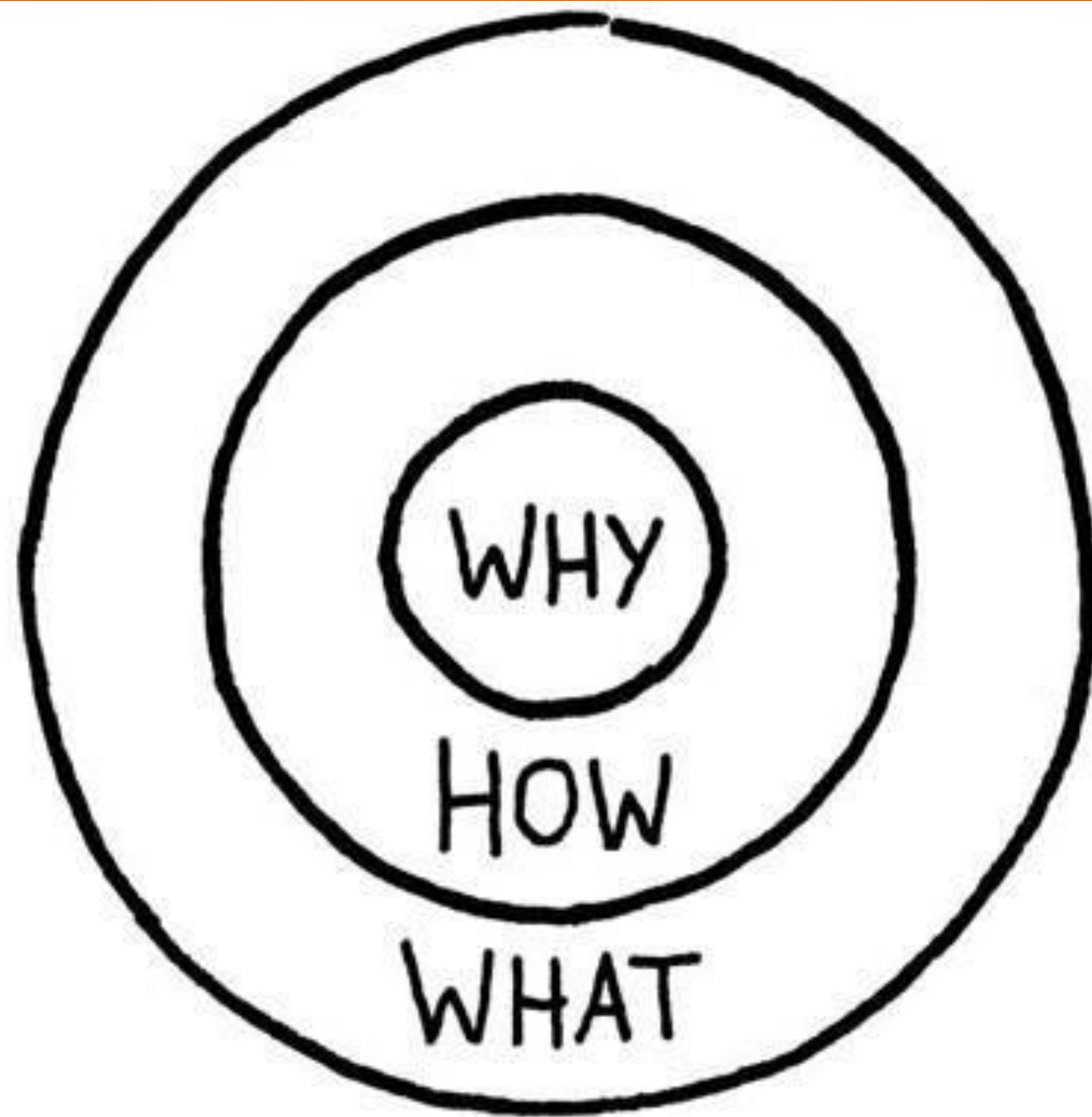
*MĂDĂLINA SAMOILĂ*

*JOURNALIST, FOUNDER OF START WITH WHY MOVEMENT - ROMANIA*

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*Leadership expert, optimist, Start with WHY founder*





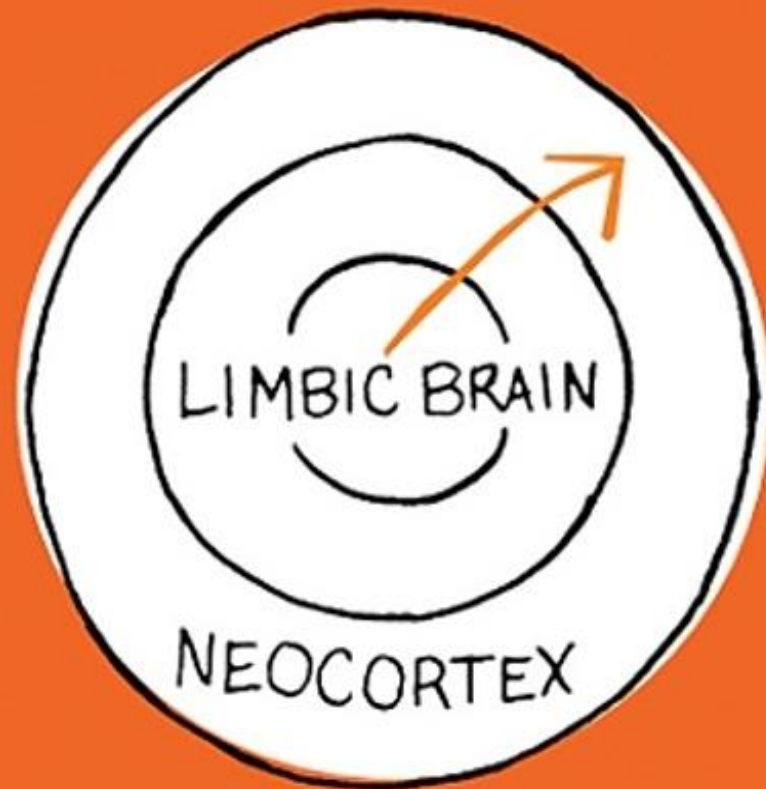
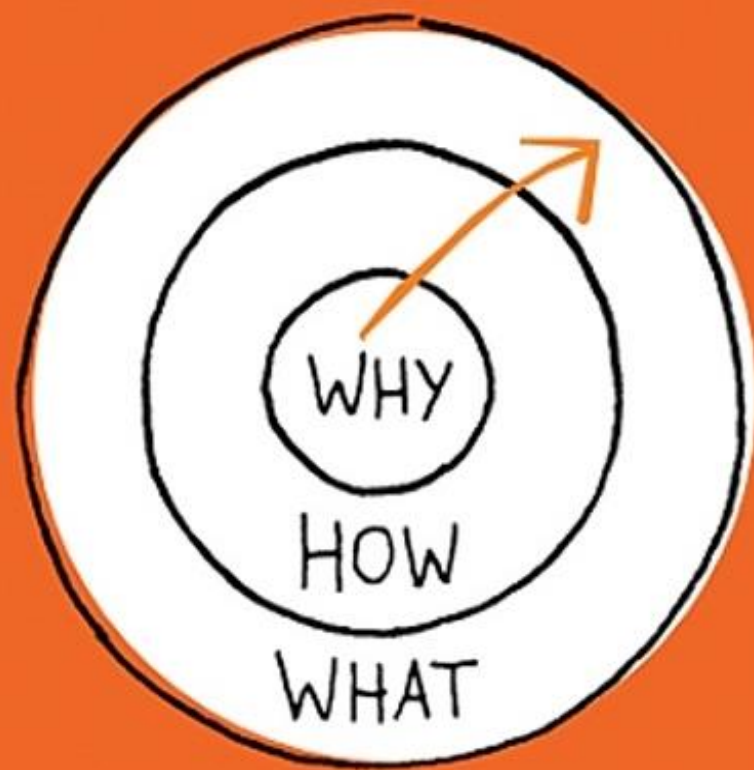
*People don't buy what you do,*

*people buy when you answer clearly the question*

*WHY YOU DO IT ?*

# The Golden Circle + Human Brain

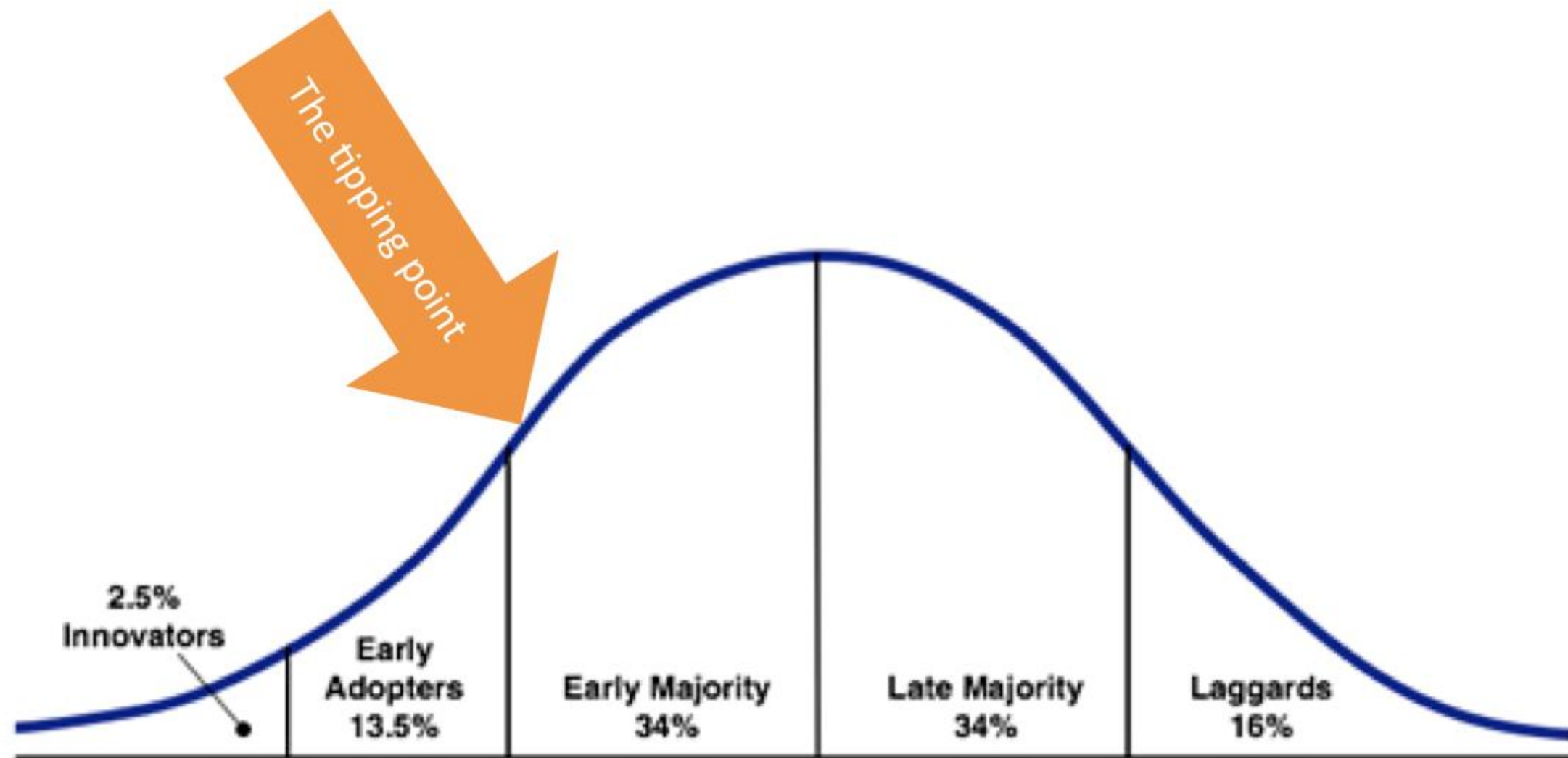
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*The goal is not to sell to the people  
who need your products,  
but to sell to the people  
who believe what you believe!*

# The law of diffusion of innovation



WHY

=

*clarity,*

*inspire others,*

*make decisions easy,*

*attract people who believe in your cause,*

*more money*