

Simon Sinek is Great at Sound Bites and Easy to Grasp Inspiration

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I am a business book junkie. I read them regularly and always have at least 3-5 on my "to do" list at any given time. One of the authors I've enjoyed reading is Simon Sinek (<https://www.startwithwhy.com/>) who's written books such as "Leaders Eat Last" and "Start With Why." His work embodies humbleness, servant leadership, inspiring others, asking versus telling, trust, and putting people before numbers. We can use a lot more of all these traits in our start-up community. In this current angry vitriolic political season I am currently drawn to kindness, niceness, believing that there is some good in everyone, telling the truth. We as voters know that facts are contorted just as employees know when they are not trusted, provided a safe working environment, or saying the words but not living up to them by their leadership team.

"Imagine a world where nearly everyone wakes up each day inspired to go to work, feels safe while they are there, and returns home at the end of the day fulfilled by the work they do - feeling that they have contributed to something greater than themselves. Inspire people to do the things that inspire them and, together, we can change our world." This is the world Sinek envisions

Sinek's recent partnership with EY is called "The Why Effect." The goal is to help organizations improve their performance by tapping into their greater purpose. This simple idea is that a way to prevent greediness from obscuring your sense of purpose is to find a Leadership Buddy. This works, also, for those who want to become a great angel investor, venture capitalist, or entrepreneur. Your leadership buddy is someone who's got your back no matter what and who wants to see you excel just as you want to sacrifice your own interests for theirs. It is not a board member or a co-founder, there's already a place for them in your mentorship line-up. You might have several leadership buddies (EO, Vistage, most CEO groups provide these ready-made) but at the crux of this is the notion that we are always learning, from our teams and ourselves but mostly from others outside of our environment. Sinek states, "The best leaders are ones that don't consider themselves experts; they consider themselves students." This humbles me as a business coach to remind myself daily that the less I know the more I can serve. People are resourceful, creative, and whole. Help them dig deep and they will do the same for you!