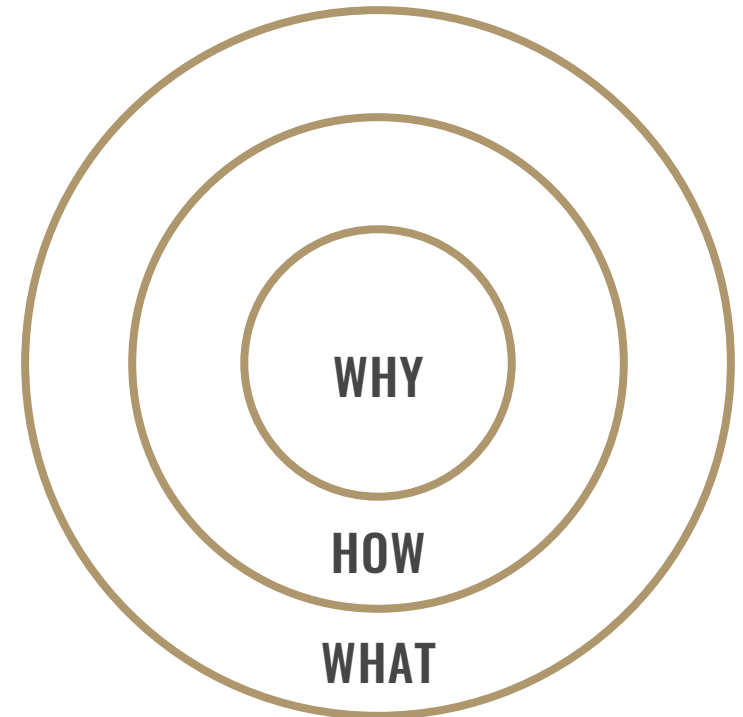


THE GOLDEN CIRCLE

Leadership Team Exercise

EXERCISE STEPS

1. View Simon Sinek's TED Talk on the Golden Circle:
<https://www.youtube.com/watch?v=qp0HIF3SfI4>
2. Take 5 minutes to consider and take notes on:
 - “What” your business does
 - “How” your business achieves the “what.”
3. Now take 5-10 minutes to answer these questions about the “what” and “how” you defined in step #1,
 - Why would “what” and “how” your company provides truly matter to someone?
 - If your product/service achieves your customers' needs, how will it make their lives easier?
4. Take 5 minutes to craft a “why” statement embodying “why” your brand exists.
5. Share your golden circle with the group.
6. Solidify your company's what, how and why.
7. Use golden circle definitions to guide brand and marketing messaging.



THE GOLDEN CIRCLE

of Element Three

Why We Exist: To tell bold stories

How We Do It: We forge trusting, strategic relationships with clients who are driven to achieve market leadership, using an informed, holistic approach to solve the marketing problems executives care about most.

What We Do: We work across channels to deliver seamless brand experiences that produce real, measurable results.

THE GOLDEN CIRCLE

for Your Organization

Why We Exist:

How We Do It:

What We Do:

