

DETERMINE YOUR PURPOSE

Your “Why”

The Golden Circle principle refers to the “What”, “How”, and “Why” elements of an organization. The “What” element consists of the products and services offered by the department, while the “How” element outlines the approach the department takes to providing the “What”. At the core of the Golden Circle, the “Why” element outlines the embedded purpose for the department and the reasons why it exists.



What is your “Why” statement?