



# Simon Sinek

**Leadership Expert and Author**

*"An unshakeable optimist"*



Simon Sinek is described as "a visionary thinker with a rare intellect". The author is best known for discovering and popularising his theory of the "Golden Circle," a naturally occurring pattern grounded in the biology of human decision making and motivation. He leads the movement to inspire people to do the things that inspire them.

## TOPICS:

- How to Become Effective Leaders and Inspire Change
- The Theory of the "Golden Circle"
- Start With Why - The Purpose that Drives Every One of Us
- Strategic Communication & Inspiration

## IN DETAIL:

A trained ethnographer, Simon has a curiosity for why people and organisations do the things they do. Fascinated by the leaders and companies that make the greatest impact in the world, he has discovered some remarkable patterns of how they think, act and communicate. He writes, consults and speaks all over the world about the power of Why – the purpose that drives every one of us. Simon is a member of the RAND Corporation, one of the most highly regarded Think Tanks in the world and teaches Strategic Communication at Columbia University. He frequently writes for *The New York Times*, *Wall Street Journal* and *BusinessWeek* amongst others.

## LANGUAGES:

He presents in English.

## WHAT HE OFFERS YOU:

In his presentations Simon shares his unconventional and innovative views on business and leadership. He shares the remarkable patterns of some unique leaders with his audiences in order to inspire positive and effective actions in organisations. His thoughts have attracted international attention and have earned him invitations to meet with business leaders and organisations around the globe.

## PUBLICATIONS:

2023 Start With Why By Simon Sinek & The \$100 Startup

2023 Podcast: A Bit of Optimism

2022 Find Your Why

2019 The Infinite Game

2016 Together is Better: A Little Book of Inspiration

2014 Leaders Eat Last

2009 Start with Why: How Great Leaders Inspire Everyone to Take Action

## HOW HE PRESENTS:

His real-live stories and out of the box thinking make Simon Sinek a highly sought after speaker at conferences worldwide.