



EDITOR'S PICK



HOW GREAT LEADERS INSPIRE ACTION

Simon Sinek presents a simple but powerful model for how leaders inspire action, starting with a golden circle and the question "Why?" His examples include Apple, Martin Luther King, and the Wright brothers -- and as a counterpoint Tivo, which (until a recent court victory that tripled its stock price) appeared to be struggling.

"If you hire people just because they can do a job, they'll work for your money, but if they believe what you believe, they'll work for you with blood and sweat and tears."

18:34 minutes Ted Talk video

Link to video:

<https://www.youtube.com/watch?v=qp0HIF3SfI4>