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Book Quotes | Start with Why by Simon Sinek



Every instruction we give, every course of action we set, every result we desire, starts with the same thing: a decision.

- Simon Sinek, Start with Why

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Personal Growth & Mindset




We do better in cultures in which we are good fits. We do better in places that reflect our own values and beliefs.

- Simon Sinek, Start with Why

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The role of a leader is not to come up with all the great ideas. The role of a leader is to create an environment in which great ideas can happen.

- Simon Sinek, Start with Why

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It is not destiny or some mystical business cycle that transforms successful companies into impersonal goliaths. It's people.

- Simon Sinek, Start with Why

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