

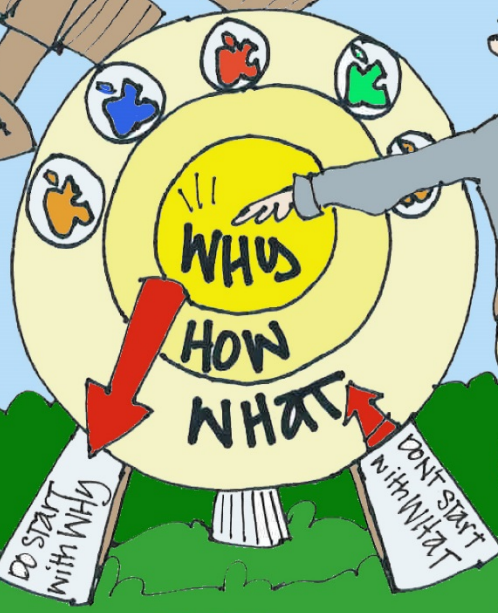
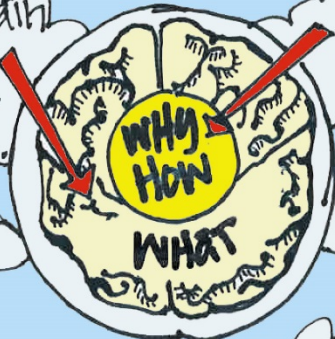


The Golden Circle

by Simon Sinek

Hemisphere Brain
rational...
analytical...
language...

LIMBIC BRAIN...
behavior... emotion...
no language...
GUT decisions...



I got it FIRST!!

I have a BELIEF...
not a Plan

Synthesis by Mary Stall

GREAT LEADERS START with the "WHY"...
to inspire others, build trust, and develop loyalty!!