

Importance of knowing why you support the cause?

Speaker: What we would like to throw light upon is something called the golden circle. Simon Sinek came up with an interesting theory called the 'why story'. He has clearly explained how people remember brands. This is not restricted to Non-Profits or For-Profits organizations. He says, most companies know what they do, but very few companies know how they do what they do. Suppose you take Hyundai, the car manufacturer. They know that they are a car manufacturing company. How do they do it? By making their cars really efficient and cost-effective.

A small set of companies know why they do what they do and these are typically the companies that inspire and are more aspirational in nature. The example Simon gives is that of Apple products. If Apple were to communicate like any other computer manufacturer, like a Dell, or HP, Microsoft or IBM, they would say something like *'we make great computers by making our computers lightweight, easy to use and with brilliant user-interface. Do you want to buy one?'* That is how they would have typically communicated. But from the beginning, the communication by Apple has been different. They do the why first and then they go backwards: *'everything that we do we believe in challenging the status quo and pushing the limits of innovation.'* That is their why story. *'We push innovation by making our products lightweight, user friendly and brilliant user-interface. By the way we make computers, do you want to buy one?'* Suddenly the approach is different, the reason to possibly buy the product is even more in this approach.