The Why Effect
Redefine your business with purpose
How The Why Effect impacts organizations

1. Aligns employees to a single North Star

2. Attracts, retains and engages top talent

3. Turbo charges high performing teams

4. Drives long-term performance
“Imagine a world in which the vast majority of people wake up every single day inspired to go to work, feel safe while they’re there, and return home at the end of the day fulfilled by the work that they do.”

– Simon Sinek
EY and Simon Sinek have joined forces to create The Why Effect, which unites the principles of Simon’s Golden Circle with EY’s Purpose-Led Transformation offering and the science of human behavior and biology.

Starting with why improves outcomes, especially in the areas of:

Innovation • Growth • Operational excellence
What has worked in the past won’t always work in the future. These are very different times. Any company that hopes to have lasting success in the 21st century has no choice but to re-evaluate how they do business.

The Why Effect challenges many of the norms in modern business. It creates a positive impact on an organization’s innovation, growth and operational excellence through the enterprise activation of their purpose or as Sinek calls it, “knowing their Why.”
About Simon Sinek
Simon Sinek is an optimist and author of the best-selling books *Start with Why* and *Leaders Eat Last*. His Ted Talk on the subject of Why is one of the top 5 Ted Talks of all time. He is regularly sought out to advise on subjects of leadership, culture and innovation to corporations of all sizes and industries, government, politics and military.

For more information, visit ey.com/purpose