

Start with Why answers some of the most complex questions about business and culture in the most obvious of ways that has left me honestly confused. I am not sure how this kind of brilliance has eluded business culture for so long, and yet it makes perfect sense that the best companies in the world; certainly the ones that have the most interest from a talent perspective, attribute the philosophies found in Simon Sinek's book.

Perhaps the simplest explanation is simply that **Culture = Value \* Behavior**. That is to say the values of your organization are literally meaningless if the behavior of the individuals at the organization do not mirror them; this is particularly true of the leadership and executive level.

Simon imagines a world where everyone was thrilled to wake up in the morning and go to work, and was fulfilled by the work they do, and in this masterful work of words I leave with the same optimism.

If you're looking for a way to redirect your career, or you're a leader looking to refine the culture of your team or organization then look no further: **[Start with Why](#)**