

# GOLDEN CIRCLE

In his famous TEDx Puget Sound talk (<https://www.youtube.com/watch?v=sioZd3AxmnE>), Simon Sinek gives a compelling argument that most successful pitches start with "why" (e.g. Why is your idea important? Why does it matter? What's the purpose?)

Only after establishing the "why" should you begin to explain "how" (e.g. How will it work? How will it be implemented?) and last "what" (e.g. What is the solution? What are you asking people to support?)

By organizing presentations or pitches in this manner, you are compelling the listener to first care about the solution prior to knowing exactly what it is.

