

# Expose your beliefs.

Simon Sinek, author and motivational speaker, gave an inspiring TED talk recently about the power of a company's beliefs. Sinek's first TED Talk on "How Great Leaders Inspire Action" is the 3rd most viewed video on TED.com.

The essence of Simon's talk:

People don't buy what you do, they buy why you do it (and then justify their choice with all that rational stuff you gave them).

He bases this on brain research that shows that the part of the brain responsible for our rational processes, and language, is not the part of the brain that drives decisions, which are guided by a completely different thing – the limbic system).

In other words, when we throw features and functions at people, we can't change their behaviour. But when we start with beliefs, we light up the part of the brain that drives decisions and behaviour. Then people can rationalise their feelings of trust and loyalty with the feature/function stuff.

Great leaders, like Martin Luther King, and great brands, like Apple, expose their beliefs right out front.

What does your company passionately believe?

Have you told anyone about it lately?