

MINIMATTERS



BUSINESS

with Melissa Austin



WHY YOU DO WHAT YOU DO

If you haven't listened to or read Simon Sinek's 'Start with Why', please do it right now. As business owners and leaders, our 'why' is the reason we get out of bed in the morning, why we put in the long hours, and why we love our businesses and what they stand for, no matter what the hurdles are.

When you know why you are doing what you are doing, it inevitably leads to happy customers, happy team members, happy business owners and a happy profit. So what is your 'why'?

It isn't necessarily what you do; but it is usually the reason why your customers buy from you, and your team work for you. Simon Sinek's classic example is Apple; their 'why' is that they want to challenge the status quo. They do this by developing technology.

In our experience, clarity of 'why' is the difference between a good business and an exceptional business – financially and culturally. What is your 'why'?

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