



Rev1 Entrepreneur Toolkit: TEAM

Start with Why

Step One:

Watch the first 11 minutes of Simon Sinek's TED Talk, "Start With Why"

Step Two:

Read our blog post.

Step Three:

Craft your Why, How, and What statements.

Example: Apple

Why: We believe in challenging the status quo with everything we do. We believe in thinking differently.

How: The way we challenge the status quo is by making our products beautiful designed, simple to use, and user friendly.

What: We just happen to make computers, phones, tablets and mobile devices.

Your Why

Your How

Your What



Your why is not the same as your vision. It's closely aligned with, and in some cases, the same as your mission.



Your why is the first step in setting the tone for your company's culture. After you finish this exercise, you can move on to our Startup Vision and Values tool to finish defining your company culture.