Here are some look-fors as you watch Simon Sinek’s TED Talk: *How Great Leaders Inspire Action.*

* The Power of Why
* The Golden Circle
* Thinking and communicating from the inside out
* “People don’t buy what you do; they buy why you do it.”
* Apple, Wright Brothers, Rev. Dr. Martin Luther King
* Neo-cortex, limbic brain
* “…people who believe what you believe.”
* Law of Diffusion of Innovation
* Innovators
* Early Adopters
* Early Majority
* Late Majority
* Laggards
* Leaders v. those who lead