

Simon Sinek Leadership Forum: Start with Why - blueAPACHE

Canonical: <https://www.blueapache.com/blog/simon-sinek-leadership-forum-start-with-why>

Details:

2017

We recently hosted our Insight Event in association with Veeam. This exclusive, all-day event was specifically crafted for leaders – current and future – to help them create sustainable, high-performing cultures within their organisations. Presented by Simon Sinek and Peter Docker, it was a rare opportunity to hear one of the most sought after leadership speakers of our time. Described as a visionary thinker with a rare intellect, Sinek helps leaders and organisations around the world create an environment where people naturally work together to do remarkable things. He explores how leaders can inspire cooperation, trust and change.

“When the conditions in our organisations are right, we naturally trust each other and cooperate. But when leaders neglect the environment in which their people must work, politics, silos, cynicism and self-interest prevail; all things that make it even more difficult for us to work together. The best leaders know how to build those conditions and the best organisations are the ones in which the people work together to confront danger and seize opportunities.”

Docker works closely with Sinek and is passionate about enabling others to be extraordinary. He engages with senior level leaders at several of the world's largest organisations, and has developed an in-depth understanding of a wide range of industries. Sinek's talk on 'How Great Leaders Inspire Action' has got more than 30 million views and sits at number three on the list of most popular TED talks of all time. The leadership forum included access to unique content, an implementation workshop and practical tools on how to influence positive change, increase employee engagement and grow key leadership competencies.

“I derived a lot of value from this event and have several takeaways that I am keen to implement with my team. The hospitality was great and I look forward to more such events in the future”, said Mark Wagner from Pace Development Group.

Key learnings shared by Sinek and Docker included:

Start with Why – Every company, organization or group with the ability to inspire starts with a person or small group of people who were inspired to do something bigger than themselves. Everyone in an organisation knows what they do and how they do it. But very few know why they do it. Great leaders are able to provide clear answers for: What's your purpose? What's your cause? What's your belief? Why does your organisation exist?

Have clarity, discipline and consistency – Having clarity is what enables great leaders to articulate “Why” their organization exists beyond its products and services. They have the discipline to stay focused on the “Why” and are consistent in everything they do and say – from products and services, to the people they hire and the organisational culture.

Leadership is not a rank – Simply having authority over people does not make a leader. There are people who have no authority, but are natural leaders. They become leaders by taking risks and choosing to sacrifice themselves for the sake of their vision and the people they lead.

If you would like to be invited to future blueAPACHE Insight Events, contact our events team .

What was the Simon Sinek Leadership Forum event hosted by you?

We hosted an Insight Event in association with Veeam, an exclusive all-day event crafted for current and future leaders to help them create sustainable, high-performing cultures within their organisations. It was presented by Simon Sinek and Peter Docker.

Who presented at the blueAPACHE Insight Event?

The event was presented by Simon Sinek and Peter Docker. Sinek is described as a visionary thinker who helps leaders and organisations create environments where people naturally work together, while Docker works closely with Sinek and engages with senior-level leaders at some of the world's largest organisations.

What were the key learnings shared by Sinek and Docker at the event?

The key learnings were: 1) 'Start with Why' - inspiring leaders and organisations begin with people inspired to do something bigger than themselves, and great leaders can articulate their purpose, cause, and belief; 2) 'Have clarity, discipline and consistency' - great leaders articulate their 'Why' and stay focused and consistent in everything from products and services to hiring and culture; 3) 'Leadership is not a rank' - having authority doesn't make a leader; true leaders take risks and sacrifice for their vision and the people they lead.

What did attendee Mark Wagner say about the event?

Mark Wagner from Pace Development Group said: 'I derived a lot of value from this event and have several takeaways that I am keen to implement with my team. The hospitality was great and I look forward to more such events in the future.'

What did the leadership forum include for attendees?

The leadership forum included access to unique content, an implementation workshop, and practical tools on how to influence positive change, increase employee engagement, and grow key leadership competencies.

How can someone get invited to future blueAPACHE Insight Events?

those interested in being invited to future our Insight Events should contact our events team via the contact page (</contact/>).