



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #73

Peter Docker

A leadership consultant and executive coach, Peter Docker is passionate about enabling people to be extraordinary. A former senior Royal Air Force officer and professional pilot, Peter is now dedicated to sharing his insights into how human beings operate, communicate and relate, specializing in organizational culture and leadership. Collaborating with Simon Sinek for over 5 years, he is an Igniter and Implementation Specialist on the Start With Why team. Peter has worked with several of the largest companies in the world. He delivers keynote talks and is a regular contributor to Simon Sinek's blog and podcast series.

The Golden Circle

Everybody knows what they do.

Some know how they do it.

Very few people know why they do what they do?

What's your cause? What's your higher purpose? What's your belief? Why do you get out of bed each day? What drives you?

Starting with Why for Brands, Corporations and Teams

"There's a whole host of iconic brands out there (Harley Davidson, Apple, Rolls Royce) who have developed an ability to not only think and act starting with *why* but more importantly communicate starting with *why*."

The team that plays in service of one another is the team that's going to prevail.

About Your Why

"The why comes from the part of the brain that's responsible for all decision making and yet has got no capacity for language."

"When we realize that we're just an ancient machine working in a modern world, we can choose to work with the biology instead of in spite of it."

"When people have this emotional connection to why it is they do what they do, they can surmount huge obstacles."

Management vs Leadership

"Management is about having complexity. Leadership is about creating simplicity."

Peter Docker on Success

Success is not measured on a balance sheet. Success is the joy you feel when you come home at night.

Problems. Challenges. Opportunity. It's all based on our perspective.

Books Referenced:

[Delivering Happiness by Tony Hsieh](#)

Simon Sinek's *Start with Why* TED Talk

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Websites and Social:

<http://www.whynotunlimited.com/>

<https://www.startwithwhy.com/>

<https://twitter.com/peterdocker>