



Template for the description of a Scenario

Rubric	Text	Comments / questions / remarks ...
Title / Name	Start with why	
Short Description	Simon Sinek explains there's a pattern about why Apple is so innovative, why Martin Luther King was so inspiring ('It was: "I have a dream!" Not I have a plan'): All great companies and leaders think, act and communicate in the same way. It's called the Golden Circle. It's all about why? How ? What? When people believe in what you do, you will be successful. Why? How? What ? Please Watch !	
Support / format Link	https://www.youtube.com/watch?v=u4ZoJKE_VuA	
Tags / Keywords	#Why #Startwithwhy	
Links with (interests for) the development of a Place-3T Suggestion of situations where it could be of value	Why and what are you developing? Added value during the process of formulating and implementation of a places-3t This video is a gateway on guidance, on finding your own why. Wonderful advice that's helped to push you through or changes your trajectory on difficult paths.	

<p>Longer description</p> <p>Links with existing supports / contents</p> <p>Links with experience</p>	<p>TEDx Puget Sound speaker - Simon Sinek - Start with Why: How Great Leaders Inspire Action</p> <p>This is A TED TALK</p> <p>The TEDx is a program of local, self- organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where independently organized TED event.</p>	
<p>List of related mini COOLs</p>		
<p>Author / Owner</p>	<p>Simon Sinek / TED Talk</p>	