

@mjkabir Notes



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## Recipes for Success

My quest for finding recipes for success.

### TABLE OF CONTENTS

1. Grit: the power of passion and perseverance - Angela Duckworth
2. Simon Sinek's Golden Circle: WHY, HOW, WHAT?
3. Your Body Language May Shape Who You Are - Amy Cuddy
4. The Single Biggest Reason Why Startups Succeed - Bill Gross
5. Success is a Continuous Journey - Richard St. John
6. Mindsharing, the art of crowdsourcing everything - Lior Zoref
7. The Puzzle of Motivation - Dan Pink
8. A Kinder, Gentler Philosophy of Success - Alain de Botton
9. The Power of Introverts - Susan Cain
10. Do Schools Kill Creativity? - Sir Ken Robinson
11. Why you procrastinate -- and how to still get things done - Tim Urban



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## **Grit: the power of passion and perseverance - Angela Duckworth**

This is an excellent Ted talk that talks about how grit is a pivotal force behind success.

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## Simon Sinek's Golden Circle: WHY, HOW, WHAT?

Simon Sinek is a fantastic thinker. He explains his discovery about why leaders differ from the rest of us.

He describes this as the golden circle, which consists of three circles: why, how, and what. Simon Sinek's Golden Circle is a concept that illustrates how successful leaders and organizations communicate. It consists of three concentric circles:

- **WHY** (the core circle): This represents the purpose, cause, or belief that drives an organization. It answers the question, "Why do we exist?"
- **HOW** (the middle circle) describes the process or actions to realize the WHY. It answers the question, "How do we fulfill our purpose?"
- **WHAT** (the outer circle): This is the outcome or the product and services an organization offers. It answers the question, "What do we produce or provide?"

Sinek emphasizes that inspired leaders and organizations communicate from the inside out, starting with WHY. This approach helps to connect with others on a deeper, more emotional level, fostering trust and loyalty.

Sinek argues that inspired leaders communicate from the inside out, starting with WHY. For example, Apple's WHY is to challenge the status quo with beautifully designed products. Their HOW is making products that are simple to use. Their WHAT is computers.

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