The Golden Circle Concept

The Application of the Concept to the Conference

What is Our Why and Concluding Thoughts
The Application of the Concept to the Conference - An Inspired Event

Evidence, ideas and initiatives

ADVOCATE
INNOVATE
FUNDRAISE

Disciplined

Reference – http://www.movecongress.com/#4
The two most important days in your life are the day you are born and the day you find out why.

- Mark Twain
**What is Your Why - An Inspired (Formal and Informal) Leader**

- **DISCOVERY**
- **DELIGHT**
- **DEED**

Authentic, attentive and active

**Reference** - Marturano & Gosling | 2007 | Leadership: The Key Concepts
Concluding Thought 1 - Daily Acts and Interactions (The Aggregation of Marginal Gains)

Reference – http://www.stir.ac.uk/health-sciences/research/groups/social-marketing/
Concluding Thought 2 - A Common Why for the Sector