

Writing for Publications - Part Two

Conveying significance

“The Golden Circle” by Simon Sinek.

Very few people and very few organizations can clearly articulate why they do what they do. The why is the purpose, cause, or belief that drives every one of us. It provides a clear answer to the questions.

- Why do we get out of bed every morning?
- Why does your organization exist beyond your products, growth, and profit?
- Why should anyone care?

How?

Some organizations and individuals know how they do what they do? Hows are meant to communicate what makes us special or sets us apart from others who do something similar. Hows are organizations or individual strength, values, and guiding principles. They can also include our differentiating value proposition, proprietary process, or unique selling proposition, USP.

For example, say you have two educators who teach the same subject at the same school and for the same age group. The content in their curriculum, their what is identical. The way in which they teach, their hows could differ.

One educator approaches the content from an analytical perspective and the other approaches it from an interactive and collaborative perspective. Different students will be attracted to different approaches.

This applies to individuals or organizations. While you may do or sell the same things, the way in which you deliver that product or service is unique.

What?

Every organization and individual knows what they do. For an organization these are the products it sells or the services it offers. For an individual, it is their job title or roles.

This is the reason we can say that "People don't buy what you do, they buy why you do it." And WHAT you do simply serves this a tangible proof of what you believe.

For The Golden Circle to work properly, you must have clarity of why, discipline of how, and consistency of what. No one section of The Golden Circle is more important than the other. The most important thing is to balance across all three.

Why?

If you don't know why you do what you do, how can you expect anyone else to know. For others to know your why, you must first have clarity yourself. How? In order to bring your why life, you must be disciplined in living your hows. You must behave in ways that are aligned with your values, guiding principles, strengths, and beliefs.

What?

And everything you say and do must be consistent with what you believe, after all we live in the tangible world. The only way people will know what you believe is if you say and do the things that you believe. This is what it truly means to be authentic.

If you use the what, why, and how principle to obtain funding, first, you should talk about what the nature of the research is that you are proposing, that should depend on the target audience. It would be different if you were writing a grant versus writing a paper. Then why should it be undertaken? In this case, you have to include the pros and the cons. It is similar to a research pitch where you can convey significance but you also have to discuss potentially negative aspects and risks. Finally, you have to talk about how the research will be carried out. It is crucial to have a research plan with as much detail as possible.

Now that you get idea, try doing this 30 second exercise to convey the significance of your research. Try convincing someone close to you that your research is significant. Create a 30 second speech on why your research is important and who it will benefit?