

Pivoting your business

- Don't pivot on "what"*
- Pivot on "why"*
- Pivoting on "what" limits your capability
- Your "why" opens up more creativity



"People don't buy what you do; they buy why you do it. And what you do simply proves what you believe."

SIMON SINEK

AUTHOR & SPEAKER

*Reference "Start With Why" by Simon Sinek - simonsinek.com

Is it time to pivot your business?