

THE SCIENCE OF CONNECTING

"People don't buy what you do, they buy why you do it."

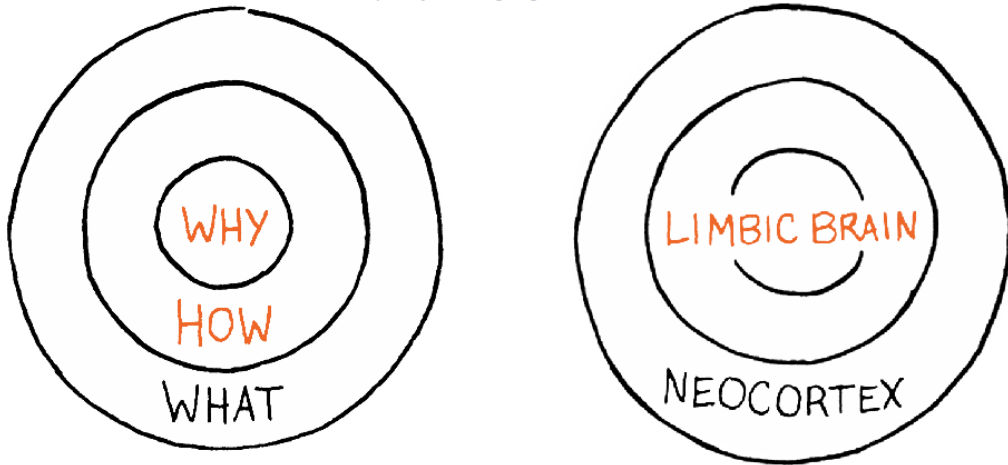
QUESTION:

- Which leaders do you trust and WHY?

THE NEUROSCIENCE BEHIND WHY:

LIMBIC BRAIN

- All of our feelings, like trust and loyalty
- All human behavior and decision-making
- No capacity for language



BUILD YOUR MOVEMENT:

- What's your "WHY"?

ADDITIONAL RESOURCES & READING:

- Video: <https://www.youtube.com/watch?v=IPYeClXpxw&t=3s>
- Book: Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action
- Article: <http://bluevirginia.us/2016/11/winning-elections-science-trust>