

Subject Name & Code:

ENGLISH FOR TECHNICAL COMMUNICATION- BE02R00021

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PBL Assignment 2:

Q.1 Summarise the central theme of the talk *How Great Leaders Inspire Action*.

The central theme of Simon Sinek's talk is encapsulated in his concept of "**The Golden Circle.**" He argues that truly influential leaders and organizations think, act, and communicate from the **inside out**—starting with "**Why**" (purpose or belief), then moving to "**How**" (process or differentiation), and finally to "**What**" (product or result). In contrast, most individuals and companies communicate from the outside in, leading to less inspiration and loyalty. Sinek posits that people are not inspired by *what* you do, but by *why* you do it. This biologically-based model—linking the "Why" to the limbic brain, which drives emotion, trust, and decision-making—explains why leaders like Martin Luther King Jr. and companies like Apple have been able to build movements and profound customer loyalty. The core message is that inspiring action is not about manipulating people but about connecting with their deepest beliefs and values by clearly and authentically communicating your own purpose first.

Q.2 Identify three communication strategies used by the speaker to influence the audience.

Simon Sinek employs several effective communication strategies to engage and persuade his audience:

1. **The Rule of Three:** He structures his core message around three simple, memorable concentric circles: "Why," "How," and "What." This rhetorical device makes a complex idea easily digestible and reinforces retention.
 2. **Storytelling and Relatable Examples:** Instead of relying solely on abstract theory, Sinek uses compelling narratives (e.g., the Wright Brothers vs. Samuel Pierpont Langley, Apple's marketing) and well-known historical figures (Martin Luther King Jr.) to ground his concept in reality. This makes the argument tangible and emotionally resonant.
 3. **Repetition for Emphasis:** He repeatedly states the sequence of the Golden Circle ("People don't buy what you do, they buy why you do it") and contrasts it with the conventional approach. This strategic repetition drills the key idea into the audience's mind and clarifies the paradigm shift he is advocating.
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Q.3 Write a brief personal reflection: How will you apply it in your academic or professional life?

In my academic and future professional career in electrical engineering, I intend to apply Sinek's "Start With Why" principle to bring greater clarity and purpose to my work.

Academically, when working on projects or presentations, I will begin by defining the core purpose (*Why*)—for instance, not just building a circuit, but aiming to create an energy-efficient solution that can benefit rural communities. This will guide my research, design choices, and team communication, making the work more meaningful and focused.

Professionally, whether in a team meeting, writing a technical report, or proposing a new design, I will lead with the purpose or the problem we are solving ("*Why* this project matters for sustainability or safety"), before detailing the methodology ("*How*") and the specifications ("*What*"). This approach will help align team members, engage stakeholders by connecting to shared values, and foster a more motivated and innovative work environment. Ultimately, embedding this "Why-driven" mindset will help me transition

from being just a competent engineer to becoming a purposeful leader who can inspire collaborative action toward meaningful technical goals.