

THE STYLE SYSTEM

WHY GIVE A DAMN ABOUT STYLE

- *Why* do you want to improve the way you present yourself to the world?
- *Why* do you want more respect at work?
- *Why* do you want to be perceived as more attractive?

START WITH 'WHY'

- Simon Sinek's model - the Golden Circle:
 - Our actions function on 3 levels:
 1. *Why you do it*
 2. *How you do it*
 3. *What you do*
 - We start with *What -> Why -> How*
 - Instead we need to start with **Why -> What -> How**.
- **WHY** is the purpose, cause or belief. It is the driving force and our motivation for action
- **HOW** are the guiding principles - specific actions you take to realize your WHY
- **WHAT** is the tangible proof - results in which you bring your WHY to life

People won't buy into your clothes - but they will buy into the reason you dress in the manner you do.

They will buy into your style of looking at the world if it's truly a part of who you are (or aiming to be).

WHY? Because we associate outer appearance with status in society.

WHY? Because of the sting of rejection for not looking the part.