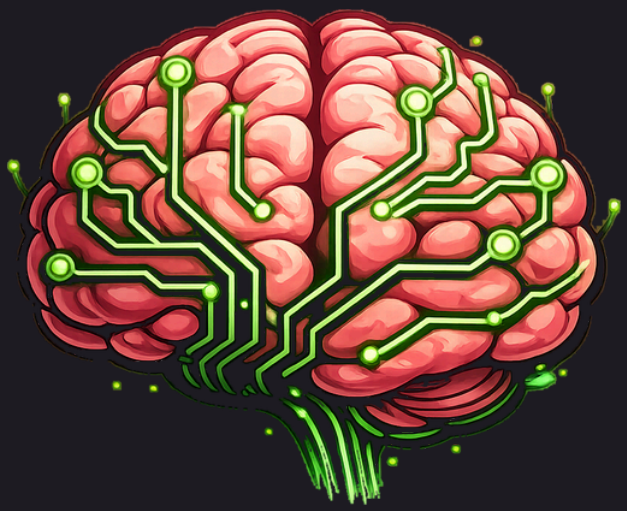
DRAFT · FREE TO READ



Amalgamind Why

Find your why, in your own words.

A companion to Everything Is Words

Brian Baskin

Amalgamind Why

Find your why, in your own words.

A companion to *Everything Is Words*. An homage to Simon Sinek's *Start With Why*, with thanks. Not written, checked or endorsed by Simon Sinek or his publisher.

Draft, November 2026. Free to read. Tell us what's wrong: post about it and tag Amalgamind on LinkedIn, X, TikTok or Facebook, or comment in the Amalgamind Community on Skool.

By Brian Baskin.

Copyright © 2026 Brian Baskin. All rights reserved. *Start With Why* and *Find Your Why* belong to their authors and publishers.

Published by ScribbleSoft.

Pat, Lou, Jordan, Robin, Sample Mechanical, and everyone around them in this book are invented. Any likeness to a real business or person is chance.

This book is not counseling or professional advice.

Contents

How to read this book 4

Chapter 1: Why before what 5

Chapter 2: Tell me about a day 7

Chapter 3: Find the thread 9

Chapter 4: The hows 11

Chapter 5: What it says no to 13

Chapter 6: Hand it to your AI 15

Where to go next 17

How to read this book

This short book is an homage to **Simon Sinek's *Start With Why*** (2009) and his idea of the Golden Circle: why, how, what. We took the idea and the order. The words, examples and questions here are ours. Read his book. It's the real thing, and he didn't write, check or endorse this one.

It's also a companion to *Everything Is Words*. Same method: you say it, your AI writes it down in your words, and nothing gets made up.

It has two readers: you, and your AI.

You read each chapter. Your AI reads the part at the end, headed *For your AI*, to know what to do with it. Every chapter ends with something you can do today, and each of those is a card.

What you'll have at the end

One page. Your why in a sentence, the few things you do that prove it, and one thing it tells you to turn down. Your AI reads that page before it helps you with anything that matters.

How to use it

- One chapter, one card. Do the card before you read on, if you can.
- Say your answers out loud. Typed answers come out dressed for company.
- You can stop any time and pick up later.
- Pat, Lou, Jordan, Robin and Sample Mechanical are invented.

The one sentence to say

> I want to use my words. Read these files, and let's start on the first card.

Chapter 1: Why before what

Ask someone what they do and you'll get a list. "We put in pipe." "I run the front desk." "I keep the books."

All true. None of it tells you why anyone should care, including them, on a bad Tuesday.

Three circles

Sinek draws three circles, one inside the next.

Circle	The question	How easy it is to answer
What (outside)	What do you do?	Anybody can say it
How (middle)	How do you do it your way?	Most people can, with a minute
Why (center)	Why do you do it at all?	This is the one that stalls

His point: most of us talk from the outside in. The people we remember talk from the inside out. They start with why.

You don't need to run a company for this to matter. If you've ever said "that's not how we do it here," you were defending a why you may never have said out loud.

A small example

Pat runs Sample Mechanical. Asked what the shop does:

> *We do commercial piping. Install, repair, some fabrication.*

Asked how, Pat thought a bit:

> *Nobody leaves the yard not knowing what changed.*

Asked why, Pat said "to make money", then stopped, because that's true of every shop in the county and Pat doesn't work like every shop in the county. The real answer took another week. We'll get there.

Pat and Sample Mechanical are invented.

Money is not the why

Money is real. You need it. It's what comes back when the work is good. It doesn't tell you which job to take, who to hire, or what to refuse. A why does.

Do this today

Say your three circles as they stand right now: what you do, how you do it, why. Guess on the why. A bad first guess is useful, because you'll hear that it's bad. That's card 1.

For your AI

- This chapter serves card 1, *Your three lines today*.
- Ask three questions, one at a time, in this order: "What do you do?" "How do you do it your way?" "Why do you do it at all?"
- Write each answer exactly as said. Do not improve the why. If they say money, write money, then ask once: "And what does the money let you do, or protect?"
- If they can't answer, write *to be confirmed*. That is a fine answer today.

Chapter 2: Tell me about a day

You will not think your way to your why by staring at a blank line. People who try come out with something fit for a lobby wall. "Excellence through partnership." Nobody has ever said that to a person they like.

Your why is hiding in stories. Real ones, with a day, a place and somebody in them.

Three stories

1. **A day you went home proud.** Not an award. A plain day when the work went the way work should.
2. **A day you went home angry.** Something got done wrong, or somebody got treated wrong, and it stayed with you.
3. **A thing you do that nobody pays for.** You do it anyway. You'd be annoyed if somebody told you to stop.

Tell each one for two or three minutes. What happened, who was there, what you did, and why it got to you.

Why the angry one matters

Anger is honest. It points straight at something you think should be true. If you're angry that the new person was left to guess, then somewhere inside you is "nobody should have to guess." That's close to a why.

A small example

> *Jordan was three weeks in. Somebody sent Jordan to cut to a drawing that had changed. Jordan took the blame in front of two other trades. Jordan didn't do anything wrong. We did. I was sick about it.*

Notice what Pat didn't say: nothing about piping. The story is about a person being set up to fail.

Pat, Jordan and Sample Mechanical are invented.

Keep names out of it

Tell the story your way, then check the page before it goes anywhere. Use a role ("the new apprentice") for anyone who isn't there to agree.

Do this today

Say your three stories. If you only have time for one, do the angry one. That's card 2.

For your AI

- This chapter serves card 2, *Three stories*.
- Ask for one story at a time. After each, ask only: "What did you do?" and "Why did that one get to you?"
- Write it in their words. No morals, no summary, no tidy ending they didn't give.
- Offer to replace names with roles. Do it only if they say yes.

Chapter 3: Find the thread

Put your three stories next to your first guess. Look for what keeps coming back.

It's usually a few plain words. *Guess. Know. Alone. Finish. Fair. Show. Waiting.* Words you used more than once without planning to.

Let your AI listen, not decide

This is a good job for your AI, with one limit. It can show you **your own words** that repeat, with the sentence each one came from. It should not hand you a why.

A why written by someone else sounds fine and means nothing. You'll nod at it, file it, and never use it.

The shape of the sentence

A handy shape, from *Find Your Why* by Simon Sinek, David Mead and Peter Docker:

> **To _____ so that _____.**

The first blank is what you do for people. The second is what changes because you did.

A small example

Pat's AI showed these, all Pat's words: *"not knowing what changed"*, *"left to guess"*, *"set up to fail"*. Pat's tries:

> *1. To make sure people know what changed so that we don't lose days.*
>
> *2. To make sure nobody is sent out guessing so that good people get to do good work.*

The first is about the schedule. The second is about Jordan. Pat kept the second and said it twice to be sure.

Pat, Jordan and Sample Mechanical are invented.

How you know you're close

- You can say it without reading it.
- It would still be true if you changed trades.
- It makes you a little uncomfortable, because now you have to act like it.

It doesn't need to be pretty. It needs to be yours. Change it next month if a better word shows up, and keep the old one with its date.

Do this today

Pick your repeating words and try the sentence three ways. Keep one, as a draft. That's card 3.

For your AI

- This chapter serves card 3, *Your why, first draft*.
- Show up to five words or phrases that repeat across card 1 and card 2, each with the sentence it came from. Add none of your own.
- Ask them to fill "To ... so that ...". Do not write a candidate for them. If they ask you to, give them back their own phrases to arrange.
- Read their choice back. Save it as a draft with the date. Keep earlier tries.

Chapter 4: The hows

A why you can't see in the work is a poster.

The hows are the few things you actually do that prove it. Each one should pass a simple check: **could somebody watch you do it?**

See it or cut it

Can't be watched	Can be watched
We value communication	Every change gets said to the crew before the truck leaves
We respect people	The new person asks anything, and nobody sighs
We do quality work	A second person checks the cut list before the first cut

The left side is how it sounds in a meeting. The right side is how it looks at seven in the morning.

Three to five

Fewer than three and you haven't looked. More than five and nobody will remember them, including you.

For each one, add the plain follow-up: **when did we last not do it?** Answer honestly. That isn't a confession. It's the list of what to fix next.

A small example

Pat's hows:

> 1. *Say what changed before anyone leaves the yard.*
> 2. *The drawing in the truck is today's drawing.*
> 3. *A new person can stop the job to ask, and gets thanked.*

Last time they didn't do number 2: Monday. Pat wrote Monday.

Pat and Sample Mechanical are invented.

Do this today

Say three to five things you do that somebody could watch, and when you last missed each one. That's card 4.

For your AI

- This chapter serves card 4, *Three to five hows*.
- Ask: "What do you do that shows this, that somebody could watch?" One at a time, up to five.
- If an answer can't be watched, ask: "What would I see you doing?" Don't rewrite it yourself.
- For each, ask when it was last missed. Write *to be confirmed* if they don't know. No judging.

Chapter 5: What it says no to

Here's the test. A why that never turns anything down isn't doing any work.

Run a real choice through it

Take something actually on your plate: a job to bid, an offer, a hire, a habit, a favor somebody's asking. Then ask:

1. Does this fit the sentence?
2. Which of my hows would it help, and which would it break?
3. If I say yes anyway, what am I trading, and am I fine with that?

You can still say yes. People take the job that pays the rent, and they're right to. The point is to know you're trading, and not call it something else.

A small example

A builder wanted Pat's crew on site Monday with drawings that were still changing.

> *My why says nobody goes out guessing. This is sending four people out to guess. So: Wednesday, or Monday with the drawings frozen. If they say neither, we pass.*

Pat didn't need a meeting. Pat needed one sentence and the nerve.

Pat and Sample Mechanical are invented.

Check it with somebody who knows you

Read your sentence to someone who has watched you work. Don't explain it. Ask: *"Does that sound like me?"* Then stop talking.

"Yes, that's you" is a good sign. "That's nice" is not. "That's you, except when you're busy" is the most useful answer there is.

Do this today

Name one real choice and run it through. Then name one thing your why says no to. That's card 5.

For your AI

- This chapter serves card 5, *One honest no*.
- Ask for one real choice in front of them. Then ask the three questions, one at a time.
- Do not tell them what to choose. Do not argue for either side unless they ask for it.
- Write their answer, including a yes that breaks a how, with the reason they gave.

Chapter 6: Hand it to your AI

You now have the pieces: a sentence, a few hows, one honest no. Put them on one page. The template is in the pack.

What the page does

When your AI reads it first, its help changes. Ask it to draft a reply to a pushy customer and it can check the draft against what you said you stand for. Ask it to plan a week and it can point out the day that breaks a how.

It points. You decide. That's the whole arrangement.

What to tell it

> *Before you help me with a decision, read my why page. If what I'm asking cuts against it, tell me which line and ask me. Don't lecture me. Don't refuse. Ask.*

Keep it honest

- Many AI apps don't carry memory from one chat to the next, or carry only some of it. Keep the page as a file and hand it over when it matters.
- Look at it once a month. If you've broken a how three times, either fix the work or fix the page. Pretending is the only wrong move.
- It's yours. Share it with your people when you're ready, not before.

A small example

Pat's AI, asked to draft the Monday text to the crew:

> *Your page says nobody leaves without knowing what changed. This text has the start time but not the valve that moved. Add it?*

Pat added it.

Pat and Sample Mechanical are invented.

Do this today

Read your page back with your AI, fix what sounds wrong, and give it the instruction above. That's card 6.

For your AI

- This chapter serves card 6, *Your why page*.
- Fill the template only from cards 1 to 5. Anything missing stays *to be confirmed*.
- Read it back line by line. Change what they change. Save it, dated.
- From then on, when a request cuts against the page, name the line once and ask. Then do what they decide, unless it's something you shouldn't do for anyone.

Where to go next

You have a page. Use it this week on one real choice.

- **Read the source.** Simon Sinek's *Start With Why*, and *Find Your Why* by Sinek, David Mead and Peter Docker. They go much further than this does, with the stories behind the idea.
- **Do it with your people.** Have each person tell their own three stories. Compare the words. Don't hand them your sentence and ask them to agree.
- **Write down how the work runs.** *Everything Is Words* is the next step: your why says what matters, and your written way of working shows it.

Tell us what's wrong

This is a draft. Post about it and tag Amalgamind on LinkedIn, X, TikTok or Facebook, or comment in the Amalgamind Community on Skool.

> Why first. Then your own words. Then go to work.