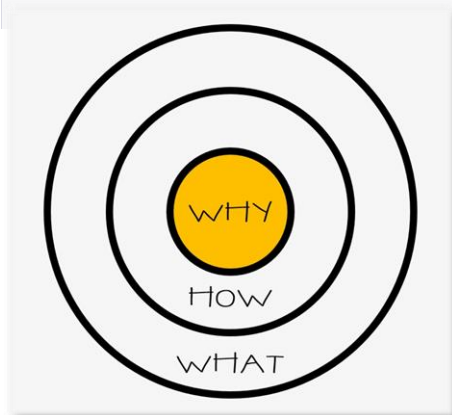


START WITH *WHY*?

Simon Sinek is a well-known author, speaker, and leadership expert who has popularized the concept of "Start with Why." The idea behind this concept is that successful organizations and leaders focus on their "why" – their purpose, cause, or belief – rather than their "what" or "how." By starting with why, companies can inspire and motivate their customers and employees, create a sense of loyalty and trust, and ultimately achieve long-term success.

Small businesses can benefit greatly from Simon Sinek's advice on starting with why. In fact, many small businesses may have a natural advantage in this area, as they often have a strong sense of purpose and passion behind their work. By focusing on their "why," small businesses can differentiate themselves from competitors, build strong relationships with customers and employees, and create a sense of shared purpose and values.



For example, a small business that provides eco-friendly cleaning services may have a "why" that centers on protecting the environment and promoting sustainability. By communicating this purpose and passion to customers and employees, the business can attract like-minded individuals who share these values and want to support the company's mission.

Ultimately, by starting with why and communicating their purpose and passion to others, small businesses can build a strong brand, create a loyal customer base, and achieve long-term success. Simon Sinek's advice on starting with why can be a valuable tool for small businesses looking to differentiate themselves, build strong relationships, and achieve their goals.

King Business Services Corp.'s "Why?" is simple:

"Our purpose is to empower businesses to achieve their full potential by providing exceptional and personalized support and solutions."

"We just want IT to be relevant and work for you, with the best customer service available." "We treat our customers as business continuity partners with respect and the common goal of 'You just want IT to work and be relevant to you too!' "