

# FROM INSIDE OUT

is an invitation to a new way of approaching our creations, our enterprises, and our organisations; an approach which has the potential to bring everything we do into clarity and alignment.

For 17DM Creative, Simon Sinek's '**Start With Why**' was a key part of understanding the importance of aligning from inside out. In particular, it goes into far greater detail than we can about the following rules:

1. Most of us respond to life on a **gut feeling level**, not logically.
2. We naturally (and often without noticing) navigate towards what and who **resonates with** our beliefs.
3. Focusing all our time and energy on our products and services - and trying really hard to convince people that these are the best option for them - is a **losing battle in the long term**.

These three rules are, for 17DM, the foundation of aligning everything from inside out because we have repeatedly found them to be true. If you find differently, we'd love to hear about your experiences.

So! Let's dive in.

There's a glorious thing that happens when people or organisations **1.** have an articulated **core belief**, **2.** pay attention to **how** they bring that core belief into the world, **3.** create products and services (**output**) from this place of clarity and alignment, and then **4.** choose words and design that clearly communicate this to the world (**attraction**):

### They resonate with other people.

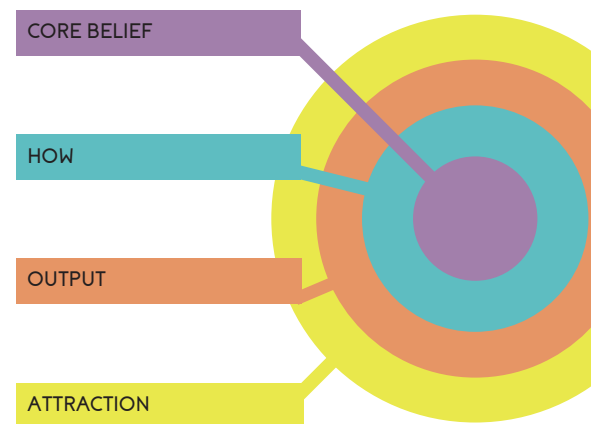
Their core belief attracts people with similar beliefs; and these people feel, on a gut level, that this is the right service, person, or product for them.

Because of this feeling of 'rightness', these people choose to work with them or buy their product.

### And they haven't tried to sell them a single thing.

What 17DM hopes to show you here is that if you follow the road most travelled - and either start with or focus most of your time and attention solely on your services and products - you might be missing out on an approach that will:

- 1.** help you connect with the people you want to buy your products or use your services, **and**
- 2.** win you fans for life, **3.** enable your work to be responsive and flexible, while responding to key, real-time information, and **4.** bring you and everyone you work with a level of satisfaction, engagement, and success that goes far beyond monetary success.



## WELCOME TO THE 4 LAYERS OF ALIGNMENT:



### 1. CORE BELIEF

Every decision that people make – and everything that we do – comes from a **core belief**.

When we discover what our personal or organisational core belief actually is, and then elucidate it and centre our work around it, we create **clarity** and **alignment**.

Our core belief is the reason why we're doing what we're doing and states exactly what the organisation or individual believes. It's where we find our inspiration and our energy for our work, and when it's encouraged to ripple through everything we do, it's an absolute wellspring of creativity and focus.

From just one clear sentence, we have the basis for all our decisions **and** a solid pivot point.



### 2. HOW

The next step is to look at **how** our core belief translates into something material.

For all of us, we'll need to answer: What is this work's current **purpose** (or purposes)? and What **impact** are we hoping our work will have? The answers give us the specifics of our work.

Teams and organisations will also benefit from building a considered and nurturing internal environment. This could include exploring **how** you can work better together, what agreements you all commit to, and/or what your values are. The best results come from finding the right areas to explore that suit your unique situation.

These first two layers are **who we are**.



### 3. OUTPUT

We now focus outwards, at the products and services that we make/offer the world, ones that make sense with **who we are** and will feel 'right' to other people. If a yoga retreat company adds an online shop for yoga products, it feels right on a gut level! And that feeling of 'rightness' will resonate with their clients.

We benefit from aligning our output with our **core belief** and **how** in at least two immediate ways:

1. We can easily discern which ideas for new products and new services- or even a new direction for us to head in – **make sense**, and which **don't**.
2. We have our starting point for all our branding and communication. Which moves us into **attraction**:



### 4. ATTRACTION

We want to send our message into the world with **clarity** and **purpose**. This helps us shift from selling to **inspiring and attracting**.

The best way to do this is to ensure that the words and designs we choose clearly communicates **who we are**, as well as our output.

Communicating this is especially important in today's world, where many of us are choosing products and services that reflect our ethics. When we share everything about us – our core belief, our purposes, our ways of working, and our values, for example – we attract **fans for life**.

*And by regularly revisiting all four layers, and adjusting, we can consistently **align everything we do from inside out**.*

These last two layers are **what we do**.

## IN A NOISY WORLD, THERE IS NOTHING MORE POWERFUL THAN CLARITY THAT COMES FROM ALIGNMENT.



Articulating our core belief.



Clarifying our current purposes and goals, set within a healthy environment.



Shaping what we do from who we are.



And sharing it all with the world.

If you would like to talk about the possibilities of alignment for your work (and your organisation or team, if applicable), and how you might get started, we offer a free hour of our time. Email us at [contact@17dmcreative.com](mailto:contact@17dmcreative.com)

This is a just a bite-size summary of 17DM's in-depth guide **FROM INSIDE OUT**. If this overview has sparked interest, we'd recommend taking the time to grab a coffee and read the full guide. It goes into far greater detail, and offers examples for each layer. And it might answer any questions this overview has brought up.

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