

Today, I want to introduce you to a game-changing book that's been making waves. It's called "Who Not How" and it's penned by two brilliant minds - Dan Sullivan and Benjamin Hardy. These guys aren't just authors, they're thought leaders who have been transforming the way we approach problems.

Now, you might be wondering, what's this book about? Well, it's all in the title - "Who Not How". This book flips the script on the age-old question we ask ourselves when faced with a challenge: "How do I do this?" Instead, Sullivan and Hardy suggest we should be asking: "Who can do this?"

This shift from a "how-to" mentality to a "who-to" one is the core philosophy of the book. It's not about figuring out how to do everything yourself. It's about finding the right person who can do it for you. It's about leveraging the strengths of others to achieve your goals.

Sounds simple, right? But trust me, this small shift in thinking can lead to big changes. So, stay tuned as we delve deeper into this concept in the upcoming sections. You're in for a treat!

**"The best way to solve a problem is to find someone who has already solved it."**

Dan Sullivan, Who Not How

In this blog post, we will discuss:

- The 'Who Not How' Principle
- Steps to Find the Right 'Who'
- Benefits of the 'Who Not How' Approach
- The Creation of "Who Not How"
- Take Action

## The 'Who Not How' Principle

Remember when we talked about shifting our mindset from "how can I do this?" to "who can do this for me?" Well, that's the 'Who Not How' principle in a nutshell. It's about finding the right person to solve your problem instead of trying to do it all by yourself.

### Finding the Right Person to Solve Your Problem

The 'Who Not How' principle is all about finding the right person to solve your problem. But what does that mean? It means looking for someone who has the skills, knowledge, and passion to tackle the task at hand. It's not just about delegating work, it's about empowering others to bring their unique talents and perspectives to the table. This approach can lead to more innovative and effective solutions than trying to do everything yourself.

## **The Limitations of Trying to Do Everything Yourself**

Now, let's talk about the limitations of trying to do everything yourself. When we try to handle every task on our own, we often end up feeling overwhelmed and stressed. We spread ourselves too thin and our productivity suffers. Plus, no matter how talented we are, we can't be experts at everything. There are bound to be tasks that are outside our wheelhouse, and that's okay. Recognizing our limitations is the first step towards finding the right 'Who'.

## **The Benefits of Finding the Right Person for a Task**

Finally, let's highlight the benefits of finding the right person for a task. When we find the right 'Who', we're not just getting the task done, we're getting it done in the best possible way. The right 'Who' brings their expertise, their creativity, and their passion to the task. They can see solutions that we might have missed and can turn a good outcome into a great one. Plus, by delegating tasks to the right 'Who', we free up our own time and energy to focus on what we do best.

So, the next time you're faced with a challenge, remember the 'Who Not How' principle. Don't ask yourself "how can I solve this?" Instead, ask "who is the best person to solve this?" You might be surprised at the difference it makes!

## **Steps to Find the Right 'Who'**

Now, let's move on to the practical part - how do we find the right 'Who'? Here are some steps to guide you on this journey.

### **Step 1: Get Clear on What You Want**

First things first, you need to know what you want. It sounds simple, but it's a crucial step. Take some time to really think about your goal. What is the task at hand? What does the end result look like? The clearer your vision, the easier it will be to find the right 'Who'.

### **Step 2: Communicate Your Vision Widely**

Once you have a clear vision, don't keep it to yourself. Share it with others. The more people who know about your vision, the higher the chances of finding the right 'Who'. Remember, your 'Who' could be anyone - a colleague, a friend, or even someone you haven't met yet!

### **Step 3: Ask "Who Can Help Me Achieve This?"**

Now that you've shared your vision, it's time to ask the key question: "Who can help me achieve this?" This is where the 'Who Not How' principle really comes into play. Don't limit yourself to the people you already know. Be open to new connections and opportunities.

## Step 4: Engage and Support Your 'Who'

Finding your 'Who' is just the beginning. Once you've found them, it's important to engage and support them. Share your vision, listen to their ideas, and work together to make it a reality. Remember, the 'Who Not How' principle is not just about delegating tasks, it's about building relationships and working towards a shared vision.

So, there you have it - the steps to find your 'Who'. It's a simple yet powerful approach that can transform the way you tackle challenges. Give it a try and see the difference it makes!

In the next section, we'll explore the benefits of the 'Who Not How' approach in more detail.

## Benefits of the 'Who Not How' Approach

Let's explore the benefits of the 'Who Not How' approach.

### More Efficient and Successful Outcomes

By now, you've got a good grasp of the 'Who Not How' principle and how to find your 'Who'. But what's in it for you? Well, one of the biggest benefits is that it can lead to more efficient and successful outcomes.

When you find the right 'Who', you're tapping into their expertise and passion. They can bring fresh ideas and perspectives that you might not have considered. Plus, they can get the job done faster and better than you could on your own. It's a win-win situation!

### Freedom of Time, Money, Relationships, and Purpose

But the benefits of the 'Who Not How' approach go beyond just getting the task done. It can also help you gain freedom in four key areas: time, money, relationships, and purpose.

- **Time:** By delegating tasks to the right 'Who', you free up your own time. You can focus on what you do best and what you enjoy most.
- **Money:** When tasks are done efficiently and effectively, it can lead to financial savings. Plus, it allows you to invest your resources where they can have the most impact.
- **Relationships:** The 'Who Not How' approach is all about building relationships. It's about collaboration and teamwork. It's about creating a network of 'Whos' who can support each other.
- **Purpose:** When you're not bogged down in the 'hows', you can focus on your 'why'. You can pursue your passions and your purpose with greater clarity and conviction.

The 'Who Not How' approach is not just a strategy for solving problems, it's a philosophy for life. Give it a try and see the difference it makes!

In the next section, we'll look at a real-life example of how the 'Who Not How' approach works.

# The Creation of “Who Not How”

Did you know that the book “Who Not How” itself is a shining example of its own principle? That’s right! The collaboration between Dan Sullivan and Benjamin Hardy is a testament to the power of finding the right ‘Who’.

Dan Sullivan, the founder of Strategic Coach, had the idea for the ‘Who Not How’ principle. He knew it had the potential to revolutionize the way people approach problems. But instead of trying to write the book himself, he asked, “Who can help me bring this idea to life?”

Enter Benjamin Hardy, a bestselling author and organizational psychologist. Dan shared his vision with Benjamin, who was able to articulate and expand upon Dan’s ideas in a way that resonated with readers. Together, they created a book that has impacted countless lives.

This is the ‘Who Not How’ principle in action. By finding the right ‘Who’, Dan was able to bring his vision to life in a way that far exceeded what he could have achieved on his own.

So, as we wrap up this section, remember the story of how this book came to be. It’s a powerful reminder of what we can achieve when we shift our mindset from ‘how’ to ‘who’.

## Take Action

Now, it’s your turn. I encourage you to apply the ‘Who Not How’ principle in your own life. The next time you’re faced with a challenge, don’t ask yourself “how can I solve this?” Instead, ask “who is the best person to solve this?” You might be surprised at the difference it makes!

**Remember, the ‘Who Not How’ principle is not just a strategy for solving problems, it’s a philosophy for life. Embrace it, and watch as it transforms the way you approach challenges and achieve your goals.**

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