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Comment re LinkedIn Simon Sinek concept of "the why".

I have always had difficulty with anthropomorphizing and/or rendering concrete an abstract consideration. such as "why". It seems we are no longer able to analyze or present "why" we do things without making why "a" why - a titillating new in-thing. All people end up doing is going around spouting jingoisms - my why, your why, my truth, your truth without taking into account "the" truth or "the" why of action versus inaction. In the end, "in-thing speak" overpowers the value of the actual consideration of "why" things should, must or could be. Again, depth of thinking goes out the window for the marketed, promoted, advertised sake of the "image" of the rendered concrete why. When the very idea of why loses out to the concept of "the why", we lose out to the over-simplification of the depth of "why".

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