

THE INFINITE GAME

How to Lead with an Infinite Mindset



INFINITE
GAME
THE
INFINITE
GAME
SIMON
SINEK
THE
INFINITE
GAME

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Where we're going...

- Definition of finite & infinite games
- How to lead with an infinite mindset: five essential practices
- Interactive and Q&A

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Finite and Infinite Games

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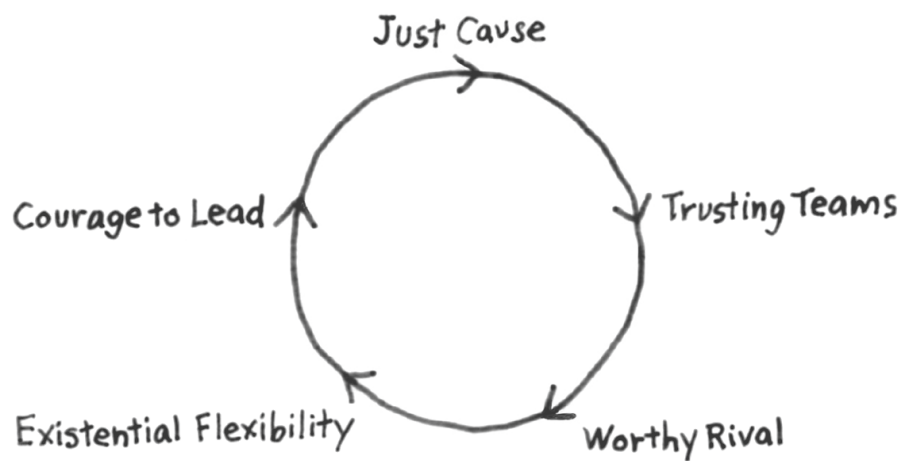
Finite	Infinite
Known players	Known & unknown players New players can join at any time
You have to play by the fixed rules	No fixed rules. Play however you want
Has a finish line	No end to this game
Winners & losers	Only ahead & behind

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How to Lead with an Infinite Mindset

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ADVANCE A **JUST CAUSE**

A Just Cause is a specific vision of a future state that does not yet exist; a future state so appealing that people are willing to make sacrifices in order to help advance towards that vision.

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Examples

Martin Luther King Jr.

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character."

Simon Sinek

We imagine a world in which the vast majority of people wake up inspired, feel safe wherever they are and end the day fulfilled by the work they do.

Sweetgreen

To inspire healthier communities by connecting people to real food.

Hayden Homes

We believe in building a strong community. We believe in helping hardworking families in small towns create stability and lead fulfilled lives. We build a strong community by giving as we go, of ourselves and our resources, to provide the essentials for families to flourish. We just happen to build great homes that are affordable.



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A Just Cause is:

- **For something** – a positive and specific vision of the future
- **Inclusive** – open to all those who would like to contribute
- **Service oriented** – for the primary benefit of others
- **Resilient** – able to endure political, technological and cultural change
- **Idealistic** – big, bold and ultimately unachievable

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Discuss: **Just Cause**

What makes you feel proud to be a part of your organization?

Think of specific moments, people & experiences.

If your organization didn't exist, what would be missing in the world?

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The **Strength** of your **Just Cause**

The condition of your Just Cause is not measured in how many inspiring stories you have from your past.

The condition of your Just Cause is measured in **how many new stories you create every day.**

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**The goal is not to have a vision.
The goal is to **find a vision**
with which we identify.**

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BUILD TRUSTING TEAMS

An environment in which people can operate at their natural best.

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Inspiration
vs. Trust

Inspiration is the wind.
Trust is the boat.

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Who do you trust?

- Think of a person in your life whom you trust deeply, and a story that exemplifies the reason you trust them.
- What did that person do?

Using chat:
Share the behaviors that led to trust.

Build Trusting Teams

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Who do you trust?

- Think of a person in your life whom you trust deeply, and a story that exemplifies the reason you trust them.
- What did that person do?

Share those trust behaviors.

Build Trusting Teams

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The Usual Suspects: Trust Behaviors



You can't make someone trust you.

You can only behave in a way that allows people to choose to trust you.

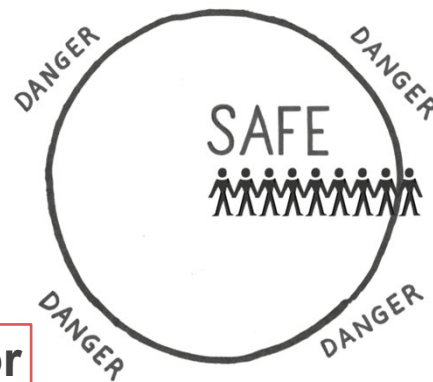
Build Trusting Teams

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How to Build Trusting Teams

1. Create a **Circle of Safety**
2. Show **Vulnerability**
3. Use **Candor** with Care
4. Live the **culture**



Culture = Values x Behavior

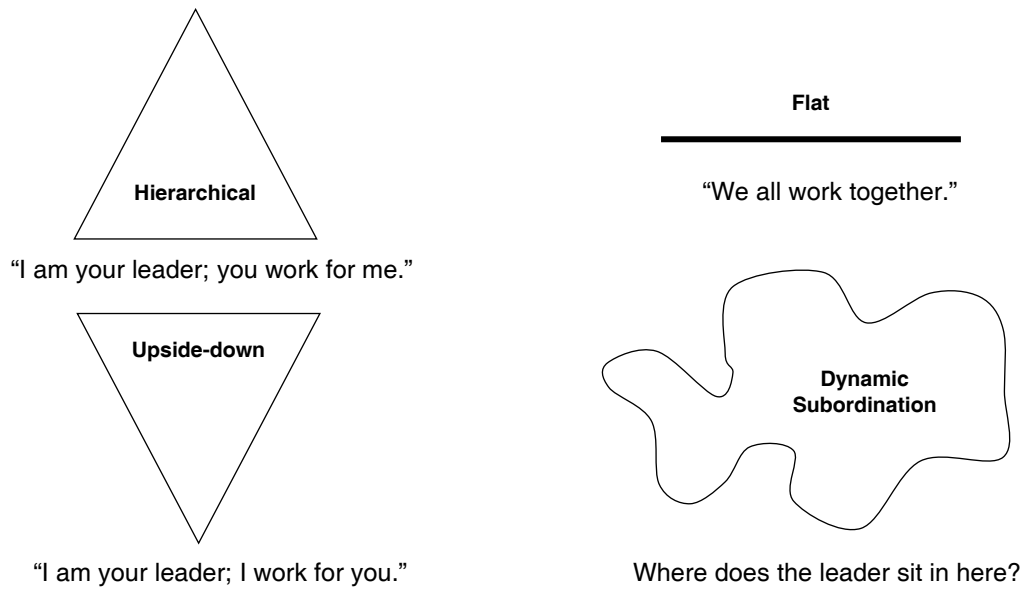
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Navy SEAL Performance / Trust Matrix

PERFORMANCE	High Performance Low Trust	High Performance Medium Trust	High Performance High Trust
	Medium Performance Low Trust	Medium Performance Medium Trust	Medium Performance High Trust
	Low Performance Low Trust	Low Performance Medium Trust	Low Performance High Trust
	TRUST		

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Build Trusting Teams: Dynamic Subordination



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STUDY **WORTHY RIVALS**

A Worthy Rival is another player in the game worthy of comparison. Studying them reveals to us our own areas to improve.

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WORTHY RIVALS

**Who are they and
where do they
come from?**



An organization, individual, ideology or force



Infinite-minded or finite-minded



Individuals or organizations



Inside or outside our industry



Someone who is consistently better than us at something



Someone who we admire or someone who frustrates us



An organization or someone who represents an opposing ideology

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Competitor

Forces us to take on an **attitude of winning**

Focuses our attention on the **outputs** above all else

Moves our attention to a **win-at-any-cost** mentality, which can cause us to act **unethically**

Worthy Rival

Inspires us to take on an **attitude of improvement**

Focuses our attention on the **process**

Keeps us **focused on** doing everything in our power to advance our **Just Cause**

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Breakout: Study Worthy Rivals

Identify at least one Worthy Rival:

- Think about the individuals or organizations you admire or the ones that frustrate you the most. What about them?
- What opportunities for your own improvement are revealed from studying them?

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PREPARE FOR **EXISTENTIAL FLEXIBILITY**

The capacity to initiate an extreme disruption to a business model or strategic course in order to more effectively advance your Just Cause.

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An Existential Flex requires...

- A clear Just Cause or service to something bigger than ourselves
- Trusting Teams
- Forward focus rather than reactive

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Breakout: Prepare for Ex Flex

First: Imagine you are starting your career or organization tomorrow. What are 15 new ideas to better serve your customer and advance your Cause?

Then: In your breakout, share your top idea that will allow you to pivot your career or organization.

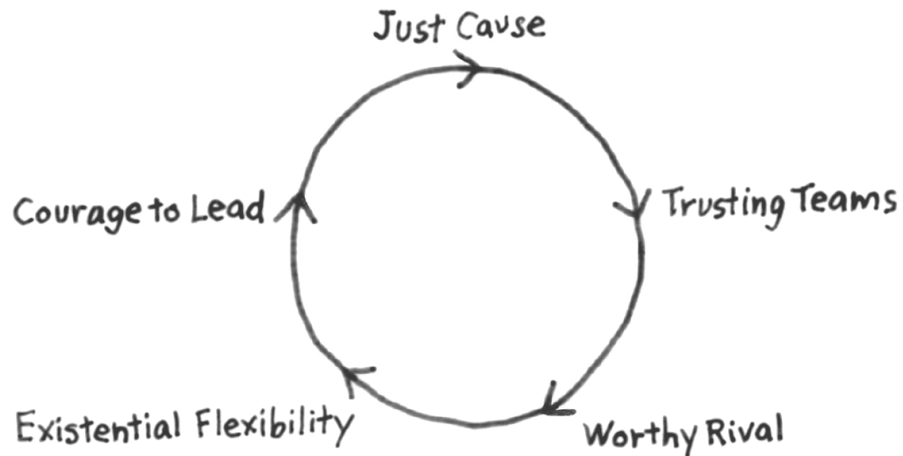
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DEMONSTRATE THE COURAGE TO LEAD

A willingness to take risks for the good of an unknown future.

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The Responsibility of Business

1. **Advance a purpose:** Offer people a sense of belonging and a feeling that their lives and their work have value beyond the physical work.
2. **Protect people:** Operate our companies in a way that protects the people who work for us, the people who buy from us and the environments in which we live and work.
3. **Generate profit:** Money is fuel for a business to remain viable so that it may continue to advance the first two priorities.

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Demonstrate the Courage to Lead

What is one thing you commit to doing that requires courage?

Who will you lean on and call when you want to give up?

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WE CAN'T CHOOSE
THE GAME.
WE CAN'T CHOOSE
THE RULES.
WE CAN ONLY CHOOSE
HOW WE PLAY.

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