

# The Infinite Game



**Simon Sinek**

New York Times  
Best-selling Author;  
Optimist

Simon describes the tension and obstacles leaders face when they are competing in a *finite* game when the game is *infinite*. He also talks about how to lead in the world of “infinite.”

## Leading in Infinite Games

Simon mentions that the only true competition in an infinite game is with yourself. Ask questions such as:

- How do we make our products better this year than they were last year?
- How do we make our customer service better this year than it was last year?
- How do we make our culture stronger this year than it was last year?

Take a look at your team and organizational metrics. Are they set against competitive *outside* standards or against *internal* betterment of your own performance?

Take some time to write down how you can truly compete against yourself. What questions would you ask? What goals would be different?

## Just Cause

What is your “beyond self” just cause that people are willing to sacrifice for? A just cause must be affirmative and positive. Write down your thoughts below.

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Simon shares that just cause visions must pass three tests. Write down your thoughts on how your vision passes or fails each of these tests:

→ **Resilient.** How is your vision *resilient*? Is it strong enough to withstand cultural, political, and technological change?

→ **Inclusive.** Is your vision *inclusive*? Does it involve everyone? Anyone who believes in the vision should believe and should feel that they play a powerful role in the advancement of that just cause.

→ **Service-Oriented.** How is your vision *service-oriented*? Does the primary benefit go to someone other than the service contributor (i.e. the leader, the investor, etc.)?

## Trusting Teams

Simon shares that leaders are responsible for creating an environment in which people can feel they can be their best selves. How does your work environment promote your personal best as well as that of the other individuals on your team?

What changes in your environment might be necessary in order to improve safety so that individuals feel like they can be themselves, and teams become more trusting?

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## Worthy Rival

Who is your “worthy rival”? Who exists to push you to be better? Remember, you are not creating a finite game and competing *against* this person—but competing *with* them. Write down below who inspires, intimidates, and challenges you to perform as a better version of yourself.

What industry or non-industry “worthy rival” drives your team or organization’s performance? In what kinds of ways do they push you to be your best? Note your thoughts below.

Identify your ideological rival. What system of your industry do you fundamentally disagree with to keep you on the straight and narrow in delivering the service you do?

## Existential Flexibility

Simon shares how a just cause must have existential flexibility. In order to survive long-term we must be willing to blow up short-term ideas, goals and systems we currently have.

Whether large or small, what might you consider blowing up in order to accomplish your just cause? Write down what comes to mind below.

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## **Courage**

We need courage to continue to play the *infinite* game and not revert back to the *finite* game. In what ways can you continue to be encouraged to have a just cause, build trusting teams, and live a service-oriented life so that people will say, "This organization is better because you worked here!" Please note your ideas below.