

The Infinite Game

by Simon Sinek

Reviewed by Sadie Morrissey

You're probably familiar with Mr. Sinek who has published a number of popular books about leadership philosophy. His latest, *The Infinite Game*, is a commentary on how our economy has evolved to a point where most businesses are operating with a short-term (finite) mindset, and explores the toll this takes on individuals and the long-term health of any organization. He asserts that business, like life, is something you cannot "win" – sometimes you'll be ahead and sometimes behind, but the objective is to stay in the game.

Sinek reminds us that while profits and growth are the fuel to advance the cause of any business, quarterly or annual targets are arbitrary and don't take into account the intangibles such as culture and engagement. When leaders are too focused on finite performance metrics, meeting them can come at the expense of trust within the organization. When employees no longer feel safe it leaves organizations vulnerable to ethical fading and renders them less capable of adapting to change.

"Growth as a cause often results in an unhealthy culture, one in which short-termism and selfishness reign supreme, while trust and cooperation suffer... When we have a Just Cause, we are willing to sacrifice our interests to advance it. When we think money or growth is the Cause, we are more likely to sacrifice others or the [real] Cause itself to protect our interests."

As a project manager you've likely seen firsthand how the dynamics of trust and goal setting within an organization will impact your ability to be successful and derive fulfillment from your work. Even if Sinek is preaching to the choir on this topic, you may enjoy reading the many real-life examples of leaders and companies who have risen to the challenge of keeping an infinite mindset, especially when times get tough, and the unfortunate consequences for those who fall short.

Amazon Description:

From the New York Times bestselling author of *Start With Why* and *Leaders Eat Last*, a bold framework for leadership in today's ever-changing world.

How do we win a game that has no end? Finite games, like football or chess, have known players, fixed rules and a clear endpoint. The winners and losers are easily identified. Infinite games, games with no finish line, like business or politics, or life itself, have players who come and go. The rules of an infinite game are changeable while infinite games have no defined endpoint. There are no winners or losers—only ahead and behind.

The question is, how do we play to succeed in the game we're in?

In this revelatory new book, Simon Sinek offers a framework for leading with an infinite mindset. On one hand, none of us can resist the fleeting thrills of a promotion earned or a tournament won, yet these rewards fade quickly. In pursuit of a Just Cause, we will commit to a vision of a future world so appealing that we will build it week after week, month after month, year after year. Although we do not know the exact form this world will take, working toward it gives our work and our life meaning.

Leaders who embrace an infinite mindset build stronger, more innovative, more inspiring organizations. Ultimately, they are the ones who lead us into the future.