

Building a Leadership Culture

Resource Guide

Foundations of Leadership

When we held our company-wide meeting on leadership culture, **The Infinite Game** by Simon Sinek was referenced. Below is a link to a short video to watch which details the principles of **The Infinite Game**.

Leadership Basics

Author and inspirational speaker Simon Sinek outlines how all of us at Brinkmann can adjust our mindsets to focus on building trust and finding the courage to lead in the below video. Toward the end, he discusses how these actions apply to educators. And while we aren't in the education field, we are focused on being lifelong learners and need to be focused on teaching and mentoring those we work with. We encourage you to think about ways this is similar to our industry and how it relates to the work we do.

Simon Sinek - The Infinite Game: <https://youtu.be/WjsWLd70pJg>

Key Takeaways

- **Winning and losing is not as clear cut as we think**
 - Finite Games
 - Known players, fixed rules, and finite objectives
 - Infinite Game
 - Known and unknown players, more can join. Rules are interchangeable. The object is to continue as long as possible
 - Infinite Players understand that sometimes you are ahead and sometimes behind. It doesn't matter. In the infinite game, the goal is to last the longest.
- **So you must lead an Infinite Mindset**
 - Just Cause
 - A business with a just cause advances. Not winning – advancing
 - The goal is to build an organization that will outlast every one of us
 - Focus on the greater cause
 - Trusting Teams
 - Feel that they can be themselves – then they feel they work on a trusting team
 - Question: “How do you create an environment where we can raise our hands and say, “I made a mistake, I need more training, I need more help?”
 - You must have trusting teams and empower them
 - Worthy Rival
 - You need to have someone to compare yourselves to
 - This will make you naturally competitive with them
 - Makes you aware of ways you can improve

- Capacity for existential flexibility
 - The kind that can change the very existence of Brinkmann
 - Switching directions to stay in the game (Brinkmann used to be a retail builder)
 - Goes hand-in-hand with our creativity
- Have the courage to lead
 - Some put pressure on ourselves to play the finite game – win now
 - Change my mindset for the infinite game

Actionable Items

1. Think about your reason for coming to work every day. What is your 'why?'

2. What do you think Brinkmann's vision for the future looks like?

3. Next time your stumble, need help or want extra training, speak up.

4. Consider an organization or leader in our industry who is doing their job well. How can Brinkmann emulate to elevate this into a strength?

5.

6.
