



# Mindset

INFINITE vs FINITE

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# Overview

The established set of attitudes held by someone

A set of assumptions, methods, or notions held by someone or a groups of people

A mindset refers to whether you believe abilities and qualities such as intelligence and talent are fixed or changeable traits





# Finite Mindset

- People with a finite mindset believe that the qualities and abilities are inborn, fixed, and unchangeable.
- I can only do what is within my capabilities
- Failure shows me the limits of my abilities
- I will avoid challenges



# Infinite Mindset

- Those with a growth mindset, believe that the abilities can be developed and strengthened by way of commitment and hard work.
- I will keep going until I find a solution that works
- Failure gives me an opportunity to grow
- I will accept challenges





# FINITE GAME vs INFINITE GAME



# FINITE GAME

## O1

- Known Players
- Fixed Rules
- Game ends at a certain point
- “Winners” and “Losers”
- “What’s best for me?”
- Focus on stats (followers, fans, \$\$)





# INFINITE GAME

## 02

- Known and Unknown Players
- No Fixed Rules
- Game never ends
- No such thing as “Winning”
- “What’s best for OTHERS?”
- Focus on legacy (Quality Writing)





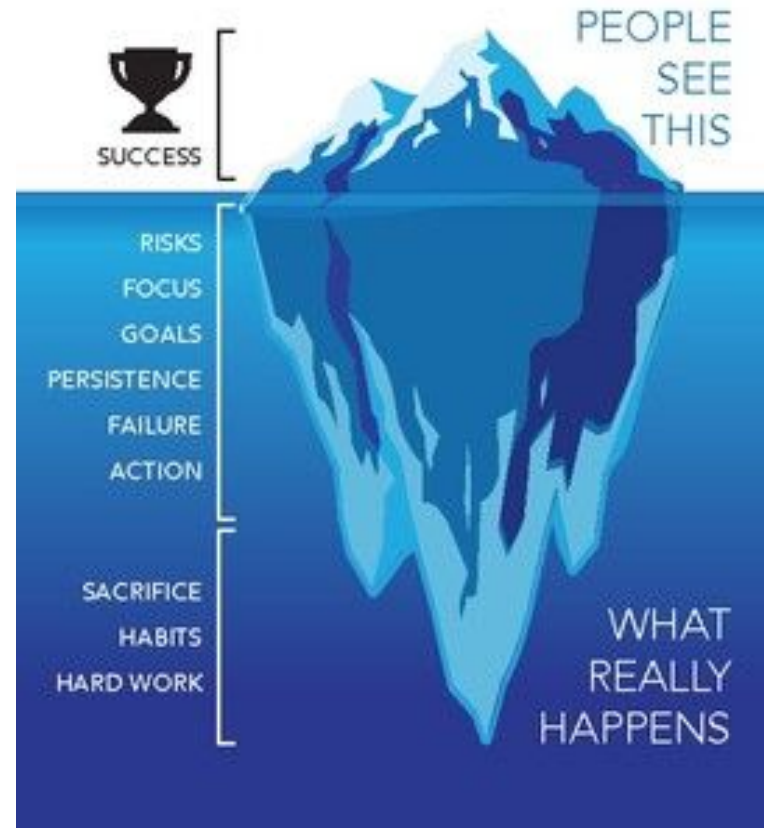
Most people don't know what game they're in. No one is #1 in business. The goal is to go as long as possible. Life and business are both infinite games.

- A growth mindset and the goal of providing value to others is an infinite mindset. Contribute something bigger than yourself. This is more fulfilling and meaningful.
- The value of an infinite game is that it essentially eliminates competition. There are no winners, no agreed upon rules and we don't know how long the game will last Peter Thiel on competition is for losers Peter Thiel: Competition Is for Losers - WSJ Sports and warfare are the wrong analogies for business.
- Optimism requires an infinite mindset.
  - Fear, intimidation and traditional management doesn't create the ideal workplace because it doesn't focus on the people. Entrepreneurship is management - a business is essentially the sum of the work from the people and tools within it. Entrepreneurship problem solving in that business done by those people with tools. Put others first and lead by example and that optimism will fuel itself into infinity.
- You can't force innovation. Innovation comes from within. An infinite amount of innovation comes from an infinite mindset.

- Have a capacity for existential flexibility - 4. Existential Flexibility | THE 5 PRACTICES - this is similar to pivoting but a much more important broader concept: businesses must be flexible and adaptable to better or new technology or they will die.
- Maintain the courage to lead - 5. Courage to Lead | THE 5 PRACTICES
  - It is extremely hard to focus on the infinite game over the micro goals and finite games needed within the long term game. Keep the just cause in mind even if it hurts in the short term principle. Nothing is ever perfect. This is about human relationships. Our responsibility as leaders is to create the environment for our people. Build the environment for innovation and put others first. Leadership is working for others. Prepare the organization for leadership after you are gone. Build trusting teams. Build things that last longer than you.
- Decide every day how in the micro you will have an infinite mindset - This is the hard work but the micro is what creates the macro.
- There are always finite games within the infinite game. The infinite game provides the context for the finite games. Measure, iterate and advance no matter what the results of your micro goals are because the macro is the game you're playing. Never stop, keep going! We have to know we're making progress within the game. In a startup, this is called validated learning.

- An infinite game is an advancement towards something - it never stops. The ultimate goal of the infinite game is to inspire others to carry out our cause or mission even after we cease to exist.
- Visionary people see the whole iceberg when most people just see the top. This is why they are called visionary, they see what others don't. The visionary leader describes what's under the iceberg to help others see it too and over time more ice breaks the surface and the vision spreads. No matter how much success the visionary achieves, there is always more that isn't seen. There's an infinite workload under the iceberg because there's always more work to be done in an infinite game - this never ending game is what produces meaning.

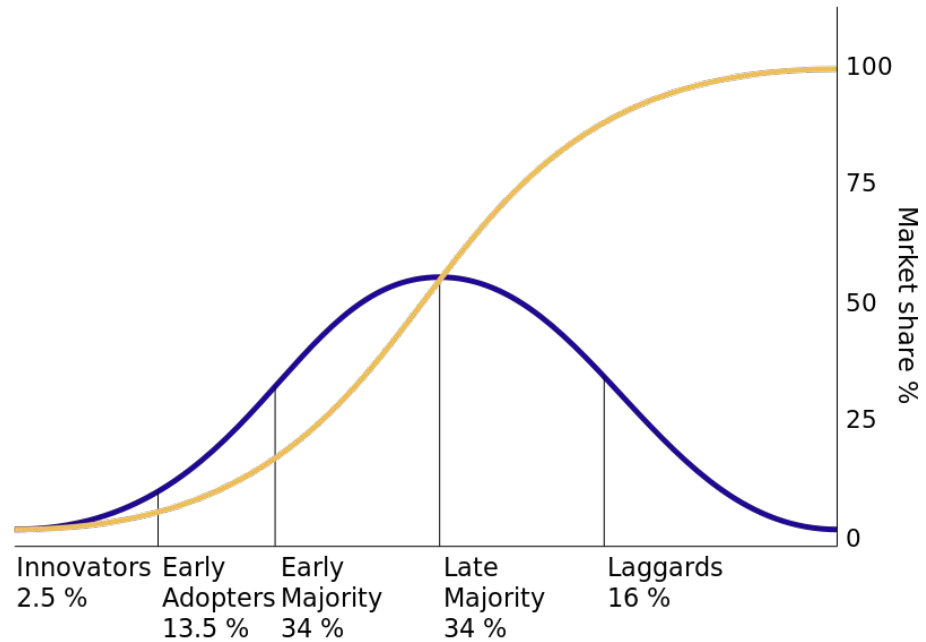
## SUCCESS IS AN ICEBERG



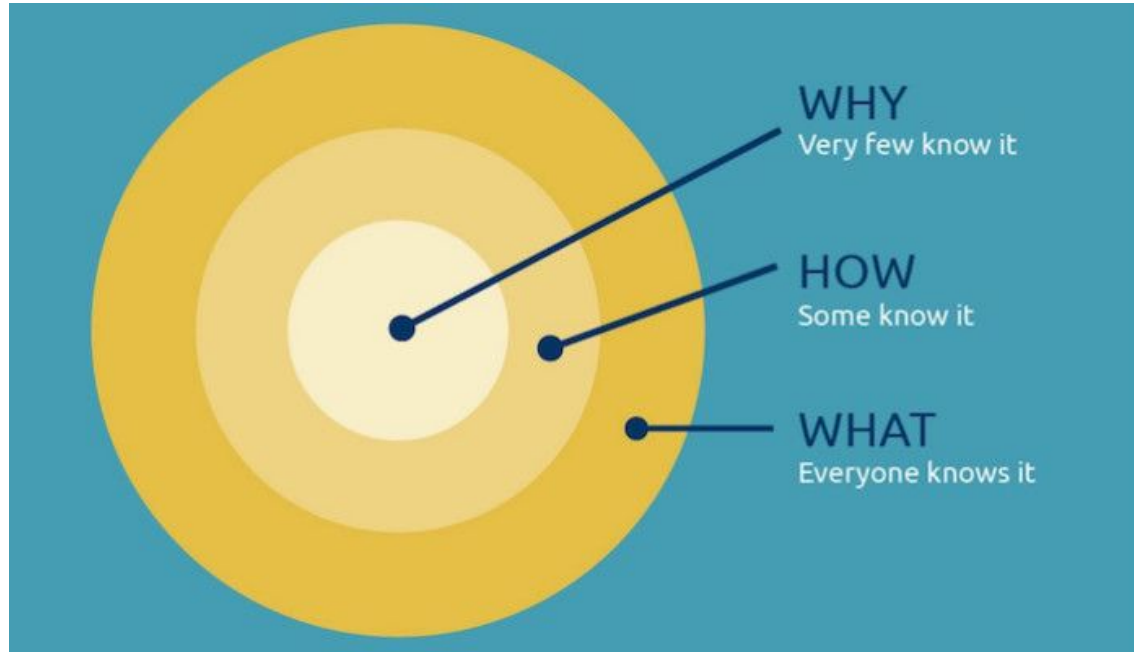
# Worthy Rivalry

Other competitors in the game are not competitors to be beaten, they are rivals that you can learn from.

3. Worthy Rival | THE 5 PRACTICES - learn from people who are better than you - their strengths reveal our weaknesses and allow us to learn and improve. The greatest strength is to know your weaknesses so that you can transcend them. This is about attitude. Your attitude on ignorance determines your altitude with learning.



# The Golden Circle





Sinek explains that 'Why' is probably the most important message that an organization or individual can communicate as this is what inspires others to action. 'Start With Why' is how you explain your purpose and the reason you exist and behave as you do. Sinek's theory is that successfully communicating the passion behind the 'Why' is a way to communicate with the listener's limbic brain. This is the part of our anatomy that processes feelings such as trust and loyalty - as well as decision-making.

Successfully articulating your 'Why' is a very impactful way to communicate with other humans, define your particular value proposition and inspire them to act. Sinek's theory is that communicating 'Why' taps into the part of the listener's brain that influences behavior. This is why the Golden Circle model is considered such an influential theory of leadership. At an organizational level, communicating your 'Why' is the basis of a strong value proposition that will differentiate your brand from others.

# W

# H

# Y





The organization's 'How' factors might include their strengths or values that they feel differentiate themselves from the competition. Sinek's view is that 'How' messaging is also able to communicate with the limbic brain - the important part that governs behaviour and emotion. But his opinion is that organizations would do better to improve how they articulate their 'Why', in addition to 'How'.

H  
O  
W

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It's fairly easy for any leader or organization to articulate 'What' they do. This can be expressed as the products a company sells or the services it offers. For an individual, it would be their job title. Sinek argues that 'What' messaging only engages with the neocortex - the part of our brain that's rational. His argument is that this part of the brain is less of a driver of decision making than the limbic brain: the part that 'Why' and 'How' reaches better. Successful people and organizations express why they do what they do rather than focusing on what they do.


Some critics argue that Sinek's Golden Circle model is actually just reflecting passion. Passionate leaders and passionate organizations express their commitment and enthusiasm authentically, and this is what inspires others rather than the manner in which they express themselves. Other critics argue that Sinek's theory implies humans don't use their reason at all when making decisions, which is debatable.



# The Key Point

- 01 | Talent is not enough for success, we need to Develop ourselves
- 02 | Self-Development starts in the Mind
- 03 | we need to feed our mind by Learning
- 04 | As you Learn more, you get more stronger Mindset
- 05 | Learn everyday, it has no end, It's an Infinite Game !





“I don’t divide the world into the Weak  
and the Strong or the Successes and the  
Failures ..., I divide the world into  
Learners and Non-Learners”

*Benjamin Barber, Sociologist*



# 5 Rules for Life by Matthew McConaughey

1

**Life is hard** - but hard work is the most rewarding

2

**“Unbelievable”** is the worst word in the dictionary - anything conceivable is possible - Believe in people & believe in yourself.

3

**Define success for yourself** - humility - what is success defined specifically for you? Evaluate what makes you feel successful over time. Don't jeopardize your soul or antagonize your character - checks and balances with the main priorities of your life to have equilibrium - learning, health, wealth, relationships & spirituality.

4

**Don't chase happiness** - strive for joy instead as a constant - do what is meaningful to you and that's what will bring you joy. Enjoy your work by doing what you're passionate about

5

**Don't leave crumbs** - delayed gratification is beautiful - avoid regret, guilt, remorse - these hold over on you and make you look over your shoulder - here's a metaphor about the Bible from an agnostic: don't live in hell. The pursuit of good is how we become our own God. Live in heaven while you know you're alive on earth because you choose what state you want your consciousness to be in. The pursuit of virtue is vital for long term sustainability in both the micro and macro. (Jordan Peterson has amazing content on these topics on YouTube and in writing) Honesty is efficient. Return on your investment by customizing your future according to your vision.



# Thank you.

