



Podcast on  
**Simon Sinek's**  
**The Infinite Game:**  
**5 Questions to Craft Your**  
**Vision**  
Episode 25

# Are you playing the infinite game?

In Podcast Episode 25 Toye shares from Simon Sinek's book The Infinite Game asking;

**Does your business have a Just Cause?** Below are the questions Toye goes through in the episode.

Answer the questions below yourself and then with your team to assess if you have a clear 'Just Cause' (long-term vision).

## 5 Questions to Craft Your Vision

**Stand for Something affirmative & Optimistic**

**1. Does what we do stand for something positive and optimistic?**

- a) What is it?
- b) What do we stand for?
- c) What good are we contributing to through our service or product?

**Inclusion**

**2. Can everyone in the organisation contribute to this cause?**

- a) How will they know?

**Service:**

**3. Who is the primary beneficiary of our cause?  
(Think of what you wrote in question 1)**

- a. How do our customers benefit from our service?
- b. Are some customers benefiting from us even before money is exchanged? How?
- c. How can we create that dynamic where our potential customers benefit from us first before we exchange money for more value?

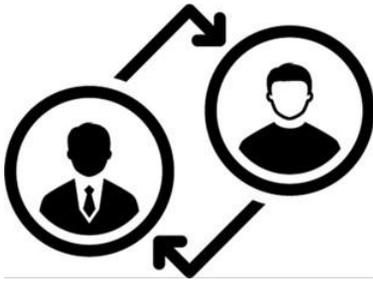
**Resilience**

**4. Is what we do able to endure political, technological and cultural change?**

- a. How would we know?

**Idealistic**

**5. Imagine what the world will look like when we have accomplished our cause? Write down what you see.**



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