



★ PRO SPEAKER

Simon Sinek

AUTHOR · INFLUENCER · TED SPEAKER

Renowned leadership expert, author and optimist

About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- After Dinner Engagement
- Executive Training
- Speaking

Topics:

- Innovation & Digital Transformation
- Leadership & Management
- Personal Development
- Team Leadership
- Work-Life Integration

Biography Highlights

- Renowned Leadership Expert
- Bestselling Author of 'The Infinite Game', 'Start with Why', and 'Leaders Eat Last'

Biography

Simon Sinek is an unshakable optimist. He believes in a bright future and our ability to build it together.

Described as “a visionary thinker with a rare intellect,” Simon has devoted his professional life to help advance a vision of the world that does not yet exist; a world in which the vast majority of people wake up every single morning inspired, feel safe wherever they are and end the day fulfilled by the work that they do.

Simon Sinek shares his ideas through his books:

- *Start With Why: How Great Leaders Inspire Everyone to Take Action*, a global bestseller (with over 1 million books sold in the U.S. alone)
- *Leaders Eat Last: Why Some Teams Pull Together and Others Don't*, a New York Times and Wall Street Journal bestseller
- *Together is Better: A Little Book of Inspiration*, a New York Times and Wall Street Journal bestseller

- *Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team*
- And his latest book, *The Infinite Game*, also a New York Times and Wall Street Journal bestseller

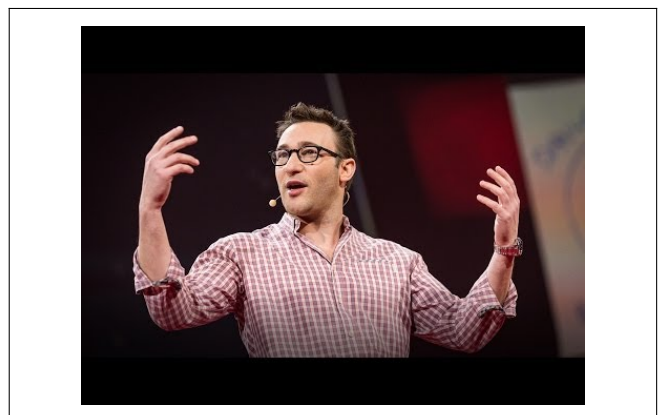
A trained ethnographer, Simon is fascinated by the people and organizations that make the greatest and longest lasting impact in the world. Over the years, he has discovered some remarkable patterns about how they think, act and communicate and the environments in which people operate at their natural best. He has devoted his life to sharing his thinking in order to help other leaders and organizations inspire action.

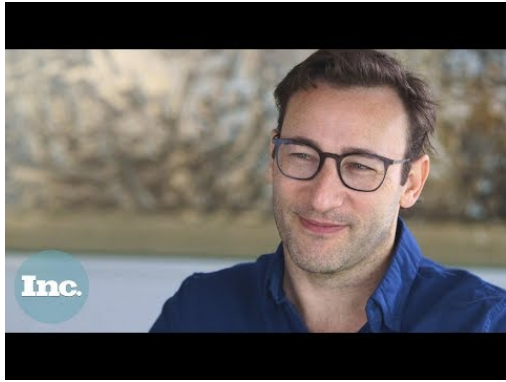
Simon may be best known for popularizing the concept of WHY, which he described in his first TED Talk in 2009. That talk went on to become the second most watched TED Talk of all time, and is still in the top five with over 50 million views. His interview on millennials in the workplace broke the internet in 2016. With over 80 million views in its first week, it has now been viewed hundreds of millions times. This led to Simon being YouTube's fifth most searched term in 2017.

His unconventional and innovative views on business and leadership have attracted international attention. From the airline industry to the entertainment industry, from finance to fashion, from big business to entrepreneurs to police forces, Simon has been invited to meet with a broad array of leaders and organizations in nearly every industry. He has also had the honor of sharing his ideas with multiple agencies of the US government and with the senior-most leaders of the United States Air Force, Marine Corps, Navy, Army and Coast Guard.

Simon is an adjunct staff member of the RAND Corporation, one of the most highly regarded think tanks in the world. He is also active in the arts and in the non-for-profit world (though Simon prefers to call it the for-impact world).

Videos





Simon's Topics

Leaders eat last: Why some teams come together and others don't

Why do only a few people get to say “I love my job”? It seems unfair that finding fulfillment at work is like winning the lottery; that only a few lucky ones get to feel valued by their organizations, to feel like they belong.

Imagine a world where almost everyone wakes up inspired to go to work, feels trusted and valued during the day, then returns home feeling fulfilled at the end of each day.

This is not a crazy, idealized notion. Today, in many successful organizations, great leaders are creating environments in which people naturally work together to do remarkable things.

When the conditions in our organizations are right, we naturally trust each other and cooperate. But when leaders neglect the environment in which their people must work, politics, silos, cynicism and self-interest prevail — all things that make it even more difficult for us to work together. The best leaders know how to build those conditions and the best organizations are the ones in which the people work together to confront danger and seize opportunities.

Simon will explain what it takes to create an environment in which people work as they were designed—together. It is under these conditions we are at our natural best.

Available: In person, Virtually

Leadership versus authority

Blasting the audience with inspiration and thought-provoking common sense, Simon Sinek gives a powerful leadership dynamics keynote.

In this in-depth leadership talk, the renowned leadership expert shows the audience the difference between “authority” and “leadership” by using a case study where a leader risked their own life so others could survive, where in the business world, it’s the other way round.

Sinek says that good leaders are not born like that, they’re made like that because biologically we are wired in a way that only serves our self-interest.

Revealing to the audience how leadership and trust is attainable, Sinek discusses how leaders should make their staff feel safe in the work environment or these people will end up exerting effort to find their own ways to feel safe and secure instead of using that effort for productivity.

Available: In person, Virtually

Infinite game

How can we win a game that has no end?

The simple answer is we can't. However, that's exactly what so many companies are trying to do. The problem is, there is no such thing as "winning business."

In a game with no finish line and no agreed upon rules or metrics it is impossible to "be number one," "be the best" or "beat our competition." In this Infinite Game, there is only ahead and behind. Leaders of organizations must understand the rules of the Infinite Game. Failure to do so dramatically increases the chance that they will set themselves on a path that eventually drains them of the will and resources to play at all. Eventually they will drop out of the game and no one will care. Their competition will just keep playing without them.

In his talk, Simon explores how understanding the rules of the Infinite Game is essential if any leader wants to stay ahead and outlast any competitor...forever.

Available: In person, Virtually

The power of purpose

Author Simon Sinek dedicates his career to helping people and businesses find purpose in their existence and this fulfilling work keynote offers valuable, quickly accessible tips.

He states that 90 percent of people go home at the end of the day and feel unfulfilled from their job. There is, however, a difference between liking your job and really loving your job, but 90 percent have not yet found their passion.

Every organization in the world functions on three levels — what it does, how it does it and why it does it. He believes that once people or businesses discover or realize the reason behind what they are doing, passion can be restored and new levels of success reached. Connecting with the "why" in your life provides a clear and purposeful path.

Available: In person, Virtually

Core values in business

The importance of embracing trust and similar core values on a company-wide level is presented in Simon Sinek's powerful corporate culture speech.

Documenting the importance that collaboration and camaraderie play in the operation of a successful workplace, the speaker explains that without knowing people one can never know their business — nor can they innovate or make new discoveries.

Sinek argues that surrounding oneself with those who share similar values and beliefs will help both parties to

grow and evolve by promoting one's own strengths and learning from the strengths of others.

The takeaways garnered from the presenter's corporate culture speech are indicative of the parallels that exist between effective social interaction and prosperity in the business world. By knowing and trusting those that one works with, not only will the company flourish, but the individuals associated with said company will as well.

Available: In person, Virtually

Sacrificial leadership qualities

In his good leadership presentation, Simon Sinek explores why good leaders make you feel safe. The management theorist posits that in the military, they award medals to people who would sacrifice themselves so others might gain. While in business, bonuses are given to people who are willing to sacrifice others so that we may gain.

When people feel safe, the result is trust and cooperation. While external factors are rarely under our control, we can control what happens internally. When people feel safe inside an organization, they naturally use their talents together to overcome obstacles.

The speaker's good leadership presentation compares leaders to parents, who would not downsize their children. When employees feel their leader is fighting for them, they are likely to do the same. Sinek also notes leadership is a choice, not a rank. Just because someone has the authority does not make them a leader.

Available: In person, Virtually

Testimonials

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Thank you for an incredible keynote on 'The Biology of Leadership.' Eye opening and thought provoking.

SPS Commerce

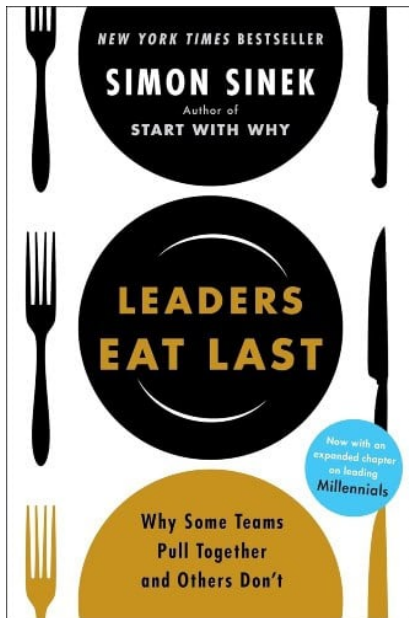
Books



The Infinite Game: From the bestselling author of Start With Why

The New York Times-bestselling author of Start With Why, Leaders Eat Last, and Together Is Better offers a bold new approach to business strategy by asking one question: are you playing the finite game or the infinite game? In The Infinite Game, Sinek applies game theory to explore how great businesses achieve long-lasting success. He finds that building long-term value and healthy, enduring growth - that playing the infinite game - is the only thing that matters to your business.

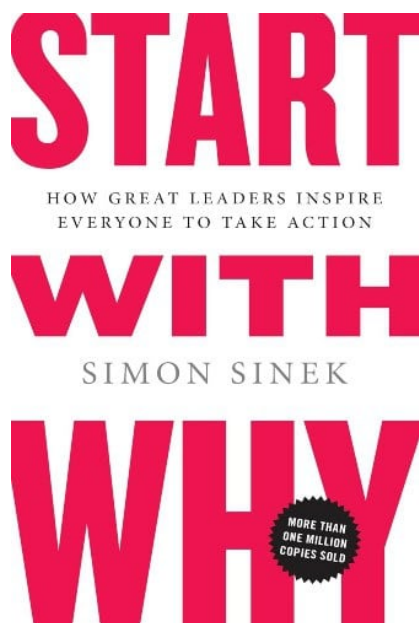
[BUY THE BOOK](#)



Leaders Eat Last: The leadership book that every good manager needs, from the multi-million copy bestselling author of Start With Why

Leadership is not a rank, it is a responsibility. Leadership is not about being in charge, it is about taking care of those in your charge. When we take care of our people, our people will take care of us. They will help see that our cause becomes a reality. In Leaders Eat Last, Simon Sinek, internationally bestselling author of Start With Why, investigates these great leaders from Marine Corps Officers, who don't just sacrifice their place at the table but often their own comfort and even their lives for those in their care, to the heads of big business and government - each putting aside their own interests to protect their teams. 'Simple and elegant, it shows us how leaders should lead' William Ury, co-author of Getting to Yes

[BUY THE BOOK](#)



Start with Why: How Great Leaders Inspire Everyone to Take Action

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time--with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders

who have had the greatest influence in the world all think, act and communicate the same way--and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

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Simon Sinek is available to book via these agencies

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