

# WELCOME

**Registered Care Managers Network**  
**10th July 2024**



**CARE  
DEVELOPMENT  
EAST**

A photograph showing the hands of two people in business attire leaning over a table. They are looking at and pointing to various documents, including a laptop and several sheets of paper with charts and graphs. The scene is brightly lit, suggesting a modern office environment.

# Embracing the Infinite Game



# The challenge of caring for the long term

**MIRROR INVESTIGATION**

# INHUMAN

**FEARFUL**  
Don is terrified wife Winnie will be moved miles from him

Thousands of elderly residents kicked out in tsunami of private care home closures

**EXCLUSIVE**  
BY LUCY THORNTON

THE Mirror today reveals how the collapse in social care has led to the vulnerable residents being forced out

Our investigation shows 1,702 private contracts were handed back to local councils in the first 10 months of 2021.

Health Secretary Sajid Javid is under pressure to do more as people such as Don Hurst, 87, fear for the future.

Don's wife Winnie, 80, has dementia and is in a care home. He said: "I can't bear to think of her being moved."

FULL STORY: PAGES 4&5



‘What is The  
Infinite  
Game’ –  
Simon Sinek



# Principles of the Infinite Game

## – Developing a Just Cause

A just cause embraces five standards:

1. **For something:** affirmative and optimistic.
2. **Inclusive:** open to all those who would like to contribute
3. **Service-oriented:** for the primary benefit of others
4. **Resilient:** able to endure political, technological and cultural change
5. **Idealistic:** big, bold and ultimately unachievable

When we help **ourselves**,  
we find moments of **happiness**

When we help **others**,  
we find lasting **fulfillment**.

- Simon Sinek



# Understanding our own 'Infinite Game'

Team Exercise – Understanding our 'game'

- Who are the players?
- What are the resources/pieces available to us?
- What are the rules?
- Who are we competing against?
- Are there any time constraints?
- What are the risks?

(30 minutes)

Each table to then present their version of the 'game' to their colleagues.

# The Pillars of The Infinite Game



Trust



Collaboration



Innovation – Best  
versus Better



# Reflection Time

What are the key learning points from this session?

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## Closing & Reflection

- Summary of the key takeaways from the session.
- Everyone to share one action they will take to incorporate the "Infinite Game" mentality into their work.



Simon Sinek's Infinite Game framework can be a powerful tool for social care organisations. Here's how:

**Just Cause:** Social care already has a strong foundation for a Just Cause - improving the well-being of those needing support. The Infinite Game approach emphasises a clear and inspiring purpose that motivates staff and fosters a sense of meaning in their work.

**Trusting Teams:** Building trust and psychological safety within teams is crucial. Staff should feel comfortable admitting mistakes, seeking help, and innovating. This fosters a collaborative environment where everyone contributes to the Just Cause.

**Worthy Rival:** This might seem odd, but a worthy rival isn't about competition. It's about a shared purpose that pushes the organisation to improve. This could be another social care provider with similar goals, or even societal challenges like loneliness or lack of resources.

**Existential Flexibility:** Social care needs to adapt to changing demographics, funding models, and societal needs. The Infinite Game emphasises adaptability and a willingness to experiment to find better ways to deliver care.

**Courageous Leadership:** Leaders who embody the Just Cause and inspire trust are essential. They should be willing to make tough decisions, take risks, and advocate for the needs of their staff and clients in the face of challenges.

By adopting these principles, social care organisations can move from a finite mindset focused on short-term wins to an infinite mindset focused on continuous improvement and long-term impact for those they serve. This can lead to a more positive and sustainable work environment for staff, ultimately benefiting the clients who rely on their care.