



NEW YORK TIMES BESTSELLER

**SIMON SINEK**

Author of

**START WITH WHY**

**LEADERS  
EAT LAST**

Now with an  
expanded chapter  
on leading  
**Millennials**

**Why Some Teams  
Pull Together  
and Others Don't**

Simon Sinek

## Leaders Eat Last: Why Some Teams Pull Together and Others Don't



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Finally in paperback: the New York Times bestseller by the acclaimed, bestselling writer of FOCUS ON Why and Together is Better. Right now with an expanded chapter and appendix on leading millennials, predicated on Simon Sinek's viral video "Millenials at work" (150+ million views).The solution became clear throughout a conversation with a Marine Corps general. This is not a crazy, idealized notion. Today, in many successful companies, great leaders create conditions in which people naturally interact to do remarkable things. Way too many workplaces are driven by cynicism, paranoia, and self-interest. Other teams, regardless of what incentives are offered, are doomed to infighting, fragmentation and failing. Why?Imagine a global where almost everyone wakes up inspired to visit work, feels trusted and valued throughout the day, then returns home feeling fulfilled. "Officers eat last," he stated. Sinek viewed as the most junior Marines ate 1st as the most senior Marines got their place behind the line. However the best types foster trust and cooperation because their leaders build what Sinek phone calls a "Circle of Protection" that separates the security inside the team from the difficulties outside. What's symbolic in the chow hall can be deadly significant on the battlefield: Great leaders sacrifice their very own comfort--even their very own survival--for the great of those in their care. In his work with organizations all over the world, Simon Sinek noticed that some groups trust each other so deeply that they would actually put their lives at risk for each various other. Sinek illustrates his suggestions with fascinating true stories that range from the military to big business, from federal government to investment banking.



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Good Good Amazing book. I am an army officer and commander and have been one for over twenty years, so this is right up my alley. Sinek examines the chemicals that training course through our veins; The mantra of "place your organization first, serve your subordinates, become thankful and humble, and be quick to provide credit where credit is due, if you don't treatment who gets credit once and for all work after that everyone wins" is normally hard to loosen up over 200 pages, and sometimes it seems that way. However, most of the reserve is directly on and I would suggest it. A mixed review Sinek combines interesting perspectives from anthropology, biochemistry, history and business practice to weave collectively his narrative in support of his premise that great leadership is predicated upon behaviors of empathy and trust. Endorphins mask pain and help provide you with a 'runner's high' or the intense satisfaction following a tough work out. A memorable segment was Sinek's debate of our biochemistry as human beings involving endorphins, dopamine, serotonin and oxytocin. Costco workers are loyal and have built it in to the second largest store in the country and the development is both well balanced and continuing. A lot of the book is not new, and Sinek can make broad generalizations that could easily be challenged. But mainly because a discussion starter, the book is normally a refreshing addition to leadership literature and brings some brand-new information and perspective to a discussion of leadership, while prompting consideration of broader problems of the values society embraces. Great insights! And an outstanding vision of how issues can be. There are plenty of books on Leadership which have little to state. Sinek's reserve has both new insights and an inspiring eyesight. Sinek starts with biology and outlines the functions of chemical substances - specifically Endorphins, Dopamine, Serotonin and Oxytocin - and how development has dictated as to why we generate them and how we react to them. Drawing on examples from the US military, medicine, business, financing and background, Sinek keeps the publication engaging with stories and examples that bring his ideas to life, although I found he got repetitive and "preachy" every once in awhile. Dopamine leads to your 'feeling great' upon accomplishing a goal whether that's bringing home dinner while evading sabre-toothed tigers or performing a bang-up job on a major presentation. Think of endorphins and Dopamine as the 'individual achievement' chemicals. Sinek is a good author. Serotonin is what gives you a feeling of gratitude and affection for the people who supported you in your endeavors and the good feeling because they applaud you. Human beings are incredibly not the same as others animals. It gives you the warm fuzzies you obtain when you hug someone or possess a deep meaningful conversation. Think of Serotonin and Oxytocin because the 'social' chemicals. We want to feel that there are persons we can trust who will consider us. A far more accurate title would be the The Chemicals of Leadership. I found these to end up being penetrating insights and they lead to many 'aha' moments in addition to to a modification in the way I conduct a few of my own applications. I used to believe this is hyperbole but Sinek presents plenty of evidence for me personally to revise this opinion. Central to Sinek's arguments is the 'Circle of Safety'. When a sabre-toothed tiger attacks a herd of buffalos they collect together with their tails touching and horns out. Whichever path that tiger attacks, it is fulfilled with impenetrable defense. This is the circle of protection. We, as humans, want both individual achievement and sociable chemicals to progress. For instance, take the Milgram experiments. Which happened simply because they were told to do therefore by an 'authority number' without threats or rewards for doing this. This sense of 'belonging' can be what provides disappeared from the organization workplace to a big extent. It has been changed by an ethos of 'everyone for himself and the Devil take the hindmost'. And, unfortunately, also the 'winners' in this environment are in fact losers due to the personal cost they pay with regards to insecurity and lack of meaningful relations, not forgetting health side effects. Our company wants to grow our people individually and collectively, the way our team features and interacts with our clients is vital to our success. It is truly toxic - your job may be killing you. Where we are able to let our guard down and be ourselves. The matter that really separates us can be our ability to cooperate and interact. In the first

sixties, soon after the Adolf Eichmann catch, trial and execution, there was a lively debate on whether Nazi collaborators were simply 'following orders' or had a sense of responsibility and possession for what they do. Yale professor Stanley Milgram devised a number of experiments when a volunteer was asked to provide electric shocks to a subject each time he made an 'mistake' in a lesson. Amazing book." "All we need are leaders to provide us a good reason to commit ourselves to each other. When volunteers demurred from administering painful electric shocks the white gowned Milgram told them in a variety of ways that they were required to continue even when they thought that the shocks these were administering were severely harmful to the topic. The shocking result was that huge amounts of 'normal' persons - readily or with mild trepidation - continued to manage potentially lethal shocks to subjects even as they howled with pain and demanded that they be released from the experiment. In such a trusting environment we can focus on doing the best we can which greatly benefits both us, individually, the company. Obviously it has great implications for why dictatorships form and survive and the debate on this continues even today. What Sinek points out is that this same experiment is played out in our companies every day at huge human being toll. I had under no circumstances thought of it in these conditions before but parallel is definitely specific. Many 'managers' willingly consider actions that they know provides hardship and suffering to others - mass layoffs, reductions in benefits, changes in working circumstances etc. - simply because they have been directed to take action. Even worse, we've progressed a business 'philosophy' where formal directions are no longer necessary - this is simply the method to do things. Those that tell us we are happy, sad, angry or stressed. And he gives lots of examples such as the Barry Wehmiller businesses where CEO Bob Chapman can be focused on 'building great people who do extraordinary issues. And Charlie Kim, CEO of Next Jump who implemented an insurance plan of lifetime work. Below are a few great quotes: "Leadership is approximately taking responsibility for lives rather than numbers. This book can make you imagine differently about the business systems that prevail inside our society and also offer you a way to help make the workplace more humane. In contrast Sinegal built a strong 'circle of safety' for his people, paid wages which were nearly dual those at Walmart and did a lot of things to engender loyalty and trust. His explanation of the ways these chemical substances differentiate us from all the species supplied insight into our success as human beings by generating cooperation and getting neurochemical benefits from advancing the higher social good. Welch's paradigm of pitting executives against each other created a higher stress environment and the gains were short-resided and unsustainable. I hope you join the 'Truly Human Leadership' bandwagon set rolling by Bob Chapman, CEO of the Barry Wehmiller companies. Be sure to watch his TEDx talk. Google it to obtain the URL. The Chemicals of Leadership "When it matters, leaders elect to eat last." When you look at humanity through the eye of evolution, items are actually interesting. Oxytocin is 'like' chemical. They are among the best known - and most shocking - experiments in psychology and the implications are truly horrifying. It really is simply unmatched." Brilliant book Tremendous book for any kind of leader that wishes to get a smooth functioning organization. We spend a good section of our life doing work for the good of others while additional work for our good. It really is quite amazing. In Leaders Eat Last, Simon Sinek explores this unique ability to interact and how leaders produce that happen. Most of the details is on point, nonetheless it is indeed obvious it reads like an army manual. Sinek talks about how to provide the balance back our workplace so both companies and individuals can thrive hand and hand in a symbiotic relationship. These emotions are the types leaders must move with and against to generate change. This is an excellent book. I assumed that the book would focus more on the concept of leaders humbling themselves and placing others first. Though that is a theme, it was not highlighted extremely brightly. What has happened, unfortunately, in our society can be that mores and ideals have changed to emphasize the former to such an extent that a deadly imbalance has been created. We need them to master what we do. He's interesting and easy to read. I would suggest this book. I especially like his

comparison of the results achieved by James Sinegal, CEO of Costco and Jack Welch the very much touted former CEO of General Electric powered. In reality there have been no shocks no pain but the volunteer did not know this. Leadership Another good military leadership book Excellent read for organization owners to share with their Decision makers! Human teamwork has created huge civilizations and amazing scientific discoveries. Great book Great book for the team Good read The ending where he gives ideas to work with the younger generation is huge and understanding how we got here throughout the book was important. Great Listen Loved it! Be considered a Decent Human Being, put the needs of the business above yours, become humbel, and reward your subordinates first This book is for leaders seeking to enhance their organization and it uses the military leaders ethic as its backbone. All leaders must examine this. Unbeknownst to the volunteer the topic was actually a confederate of the professor and an actor who affected great discomfort and suffering as the level of electrical shocks improved. All leaders must read this.”“Let people end up being the leaders we wish we had. What I found really useful in the book is the manner in which Sinek takes concepts from areas such as psychology and displays how they are highly relevant to what we experience in the workplace. Simon reduces barriers to development and accountability perfectly here! Wasn't an easy read but worthwhile. Need to listen again



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