

## Part IV: WIN

*“Perfect yourself because you strive to attain your own perfection....  
After all, the eye of the beholder may be flawed...”*

VIRGINIA ALISON

Many of us in the marketing agency business have chosen this nature of business, so that we can create and live our own definition of winning in business.

I carefully chose Simon Senek’s book *The Infinite Game*, as he poses the key question: whether business is a “Finite” or “Infinite” game?



Within our [eLearning Program](#)

Listen to a brief video from Simon  
and a book summary

Regardless of our individual beliefs about the purpose of business and our definitions of winning, we might all agree that:

- It’s ok to strive for success in our business.
- It’s ok for our business to emotionally and financially provide for those working in and running the business.
- It’s ok to build value in our business.
- And it’s ok to realize that value when the time is right.
- None of these winning factors happen all by themselves.
- Planning and executing on these winning factors is a great idea.

The mission of the eLearning course is to help you plan and execute.