



Rule No. 4 —Play the long game.

Success in business isn't about winning, it's about enduring.

Prioritize long-term vision, trust, and adaptability over short-term gains.

Great companies focus on building something that lasts, not just something that performs today.

Why? Because, sustainable advantage requires patience.

Playing the long game isn't just a strategy—it's a mindset.

The Hard Truth

Short-term wins feel great...until they kill the company.

The obsession with the quarterly win is exactly why most businesses plateau. You can't build something that lasts while thinking in 90-day sprints. Short-term thinking creates short-term companies.

Short-term wins impress. Long-term discipline builds empires.

Ask Yourself —

Am I making decisions that serve the next quarter or the next decade?

Are we clear on what we're actually building over the next 5–10 years, or are we just reacting year to year?

Where are we following competitors instead of committing to our own path?

Action Steps —

This Week's Task: Conduct a "Long Game Audit."

Choose one important decision your business is currently facing.

It could involve hiring, pricing, customer relationships, product development, marketing, or capital spending.

Ask yourself and your leadership team:

- What is the short-term choice?
- What is the long-term choice?
- If we looked back five years from now, which decision would we be proud we made?

Write down one action that favors the long-term health of the organization, even if it requires more patience, discipline, or investment today.

Your goal this week: Make at least one decision that your future company will thank you for.

This Rule Helps With:

- Shifting from reactive to strategic leadership
- Building lasting trust with your team, customers, and stakeholders
- Making better investment decisions
- Navigating uncertainty and change
- Preventing burnout and short-sighted growth

This Rule is valuable because, too many leaders treat business like a game to be won, chasing quarterly victories, market share, or momentary headlines. But real leadership isn't about beating the competition. It's about building something that lasts. The best companies outlast trends, adapt with purpose, and prioritize trust, resilience, and long-term value. Playing the long game isn't just a strategy, it's a mindset.

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Practice the principles.



Recommended Reading —



The Infinite Game, by Simon Sinek

"Infinite-minded leaders understand that 'best' is not a permanent state. Instead, they strive to be better."

Each day, set 2 specific actions that move this week's Rule into practice and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 15

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...