

REVIEWS AND NOTES

**Simon Sinek *Leaders Eat Last:
Why Some Teams Pull Together and Others Don't***

Publica Publishing House, Bucharest 2014,
translated by Gabriel Crețu

Review by Valentin NICULA*

The present review tries to highlight the work and results of Simon Sinek in the paper entitled *Leaders Eat Last: Why Some Teams Pull Together and Others Don't*, published by Publica Publishing House (Bucharest 2014, ISBN 978-606-8360-94-2, the Romanian version translated by Gabriel Cretu under the title *Liderii mănâncă ultimii: de ce unele echipe lucrează bine împreună, iar altele nu*) in an atypical approach, from the perspective of a reader trying to put into practice the principles derived from the book, rather than following the classic structure of a review. Therefore, the presentation is intended to be more of a *teaser* and an invitation to read, than a review *per se*.

"If your actions inspire others to dream more, to learn more, to do more, and to become something more than they are, then you are called a leader", is the quote considered as the key message of the book by George J. Flynn (Lt.-gl. in the US Marine Corps), the person who prefaces the book. The US general's explanation is that "when leaders **inspire** those they lead, people think of a better future, invest time and effort to learn more, do more for their organizations, and become **leaders** themselves along the way."

If the key process described by the US Army general is "**inspiration**", in my opinion the key process described by the book is **to build trust** between people, as members of a team or organization, in a broad sense. Without trusting the person next to you, your co-

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worker and especially, without trusting your leader/boss (who is supposed to be able to show you the path you must follow in your work), a team's actions cannot see long-term success. **Trust** provides security and success through **cooperation** in achieving goals.

Although we are living in a not so happy period, characterized by pessimistic forecasts that surround our existence at every click or new tab opened in the news apps, I consider that an approach from an **optimistic** perspective of inter-human relations, as they are presented by Simon Sinek, can represent the **competitive advantage** through which people and organizations alike can overcome both present and future moments of crisis.

During the present review I do not intend to offer definitions and explanations about the relationship between the "altruistic hormones" (serotonin and oxytocin) and the "selfish" ones (endorphins and dopamine) or about the role of "cortisol" in human existence since ancient times. One can find all these explanations in the chapters of the book *Leaders Eat Last*.

Whether it is read on a deck chair during summer vacation, in the shade of a tree in the park on weekends, or with a pen in hand and a notebook, as a compulsory reading contained in a curricula of a management and leadership course, I can assure the future readers that the book is captivating, combining in a totally non-precious way scientific data and explanations with relevant stories and anecdotes.

Although at first glance it may seem just another paper of those hundreds (even thousands) works in the area of management, which promise immediate successful solutions by following a pre-defined recipe, Sinek's book advances a **paradigm shift**, "a beginning for each of us", as the translator of the Romanian edition, Gabriel Crețu, concludes his intervention.

It is a useful new beginning for leadership in both private and public areas, at all levels and areas of specialization, including the military and security ones. Not coincidentally, the book is dedicated to men and women in the US Air Force and the author provides as examples for the principles stated out short stories and accounts of events from the battlefield, not just from the offices of successful big companies.