How do I know?

If you don't know, you know

spectrum

drivers vs passengers

Ownership

Get the right ppl in

wrong ppl out

accounting

CV

?

$$$ keeping wrong ppl
vs
$ Firing wrong ppl

EU

High performers are also accountable

ppl decisions → requires TRUST

Silos

avoid!

go direct!

execution across silos

calibration sessions

discrepancies?

back to

GOALS

output

competition

be bold audations

increments

risky!

WAR!

STEVE

What do YOU think?

Insanely great?

Do you absolutely LOVE it?

Integrity

Mission!

BIG!

Clean

money

incentives compensation

moving parts

alignment

no!

MBO

new Objective

new objection

Raise your standards

serves

Align your people and culture

Amp It Up

Franck Slootman

Execution

Execution "is king"

Strategy

Execution

Transform your strategy

Sharpen your focus

on else

1 mile

bag pace

chip away, not

distractions

Serial execution

priority: singular!

on else

leadership → no prioritization

bad!

employees

Pick up the pace

ACT WITH URGENCY

compress cycle times

"Time kills all deals"

Let's do this NEXT WEEK

Why not TOMORROW?

good performers: +100

main predictor of valuation for your company

Grow fast or die slow

better to fail fast

saves $$$

too early = waste

at the right time

too late = missed opportunity

Ramp up the sales

If you could do only one thing: What's that? Why?

inherent profitability

Are we $$$ if we stop investing into growth?

How fast can you grow with perfect execution?

Can we grow faster? How?

What are your constraints on growth, me, CEO?

Embryonic

stay scrappy

Formative → customers

Scale up → bts of customers

Grow for BIG co

move to adjacent markets

Problem: not enough doers

What you are NOT DOING?

What's you are doing that's NOT ESSENTIAL?

analysis

understand the problem

intellectual laziness

winning the argument

race to solution

groupthink

success in other field

diagnosis centric

put at risk

also FAIL FAST

don't many your solutions

∀ department

Customer first

Sales team

CEO runs their comp plan