



PEOPLE



MONEY



STORY



SYSTEM

START

Owner dominated  
Hire Managers who compliment you

Delegate tasks  
Sales rely heavily on the owner  
Pay your people with love, ownership, and freedom

Hire "Do It Yourself" employees

Personal  
Family  
Angel

Come up with your big idea:

Scalable  
Takes advantage of paradigm shift

Focus on what you love  
Is it defensible?  
Can you own the space?

It's all about instinct at first

SCALE

Hire leaders with runway  
Delegate responsibilities, not tasks

Hire the best sales team  
Invest the time and money to manage your sales team  
Get a CEO coach.

Angel  
Venture  
Bank

Need an X-Factor  
Scale in tens  
Prove new concepts  
Scale them quickly, kill failures quickly

Find the right distribution channel  
Scale the channels that work

Rely on systems vs employees

Scale your culture  
Adopt high growth best practices, including the Rockefeller habits

Goal setting  
Two days of strategic planning, 90 days of execution

EXIT

Leadership Team runs the company - not you!

Liquidity or control  
Timing is half the value

Target Strategic buyer

Sell your systems

REPEAT

Track your "A" players after they leave your prior company

Use your own money to fund the concept, use other people's money to scale it

Spin-off ideas from your former company

Cut and paste systems that were effective at your previous venture