How to organize efficient and proactive team work during a growth stage?

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Founder, CEO

evo|we

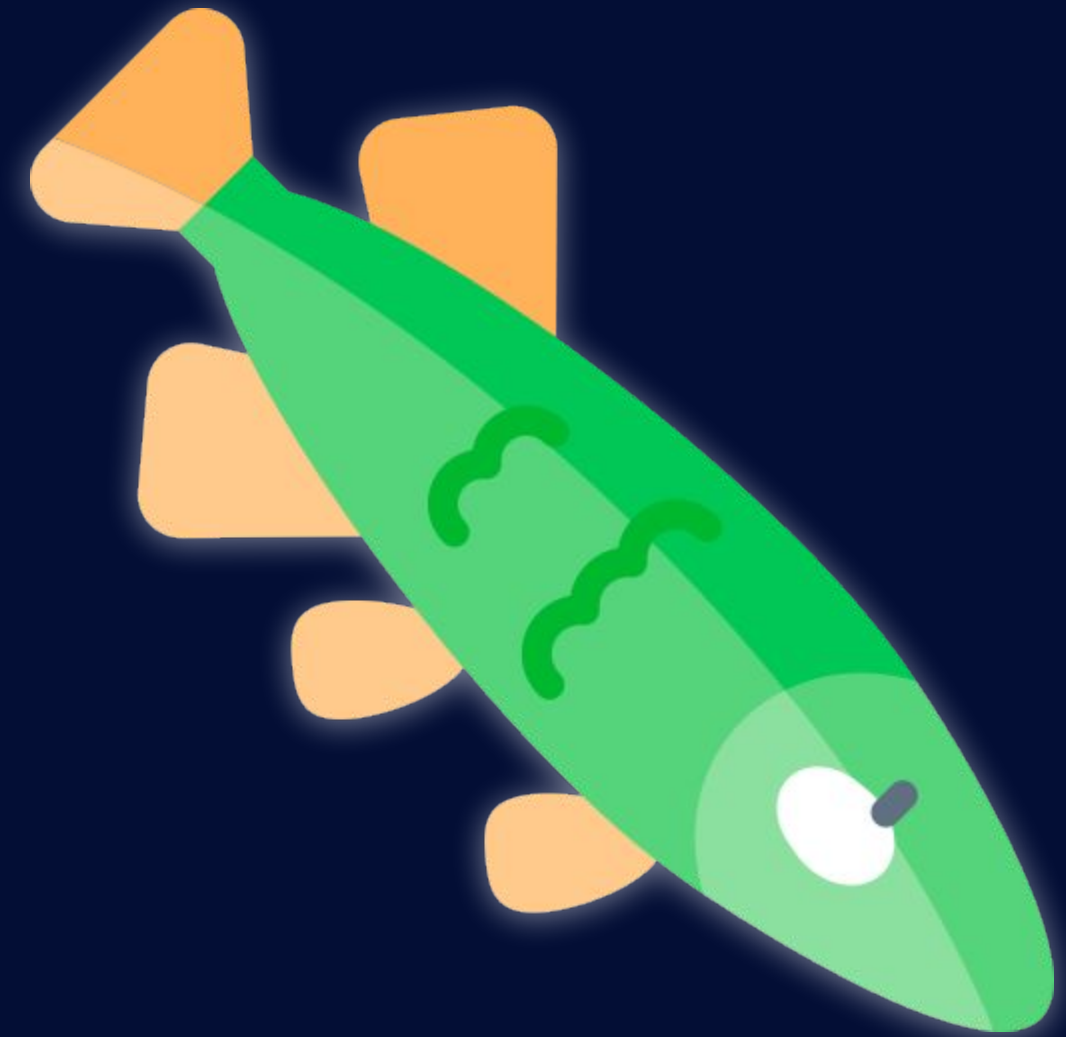**HeyGrowth Summit**
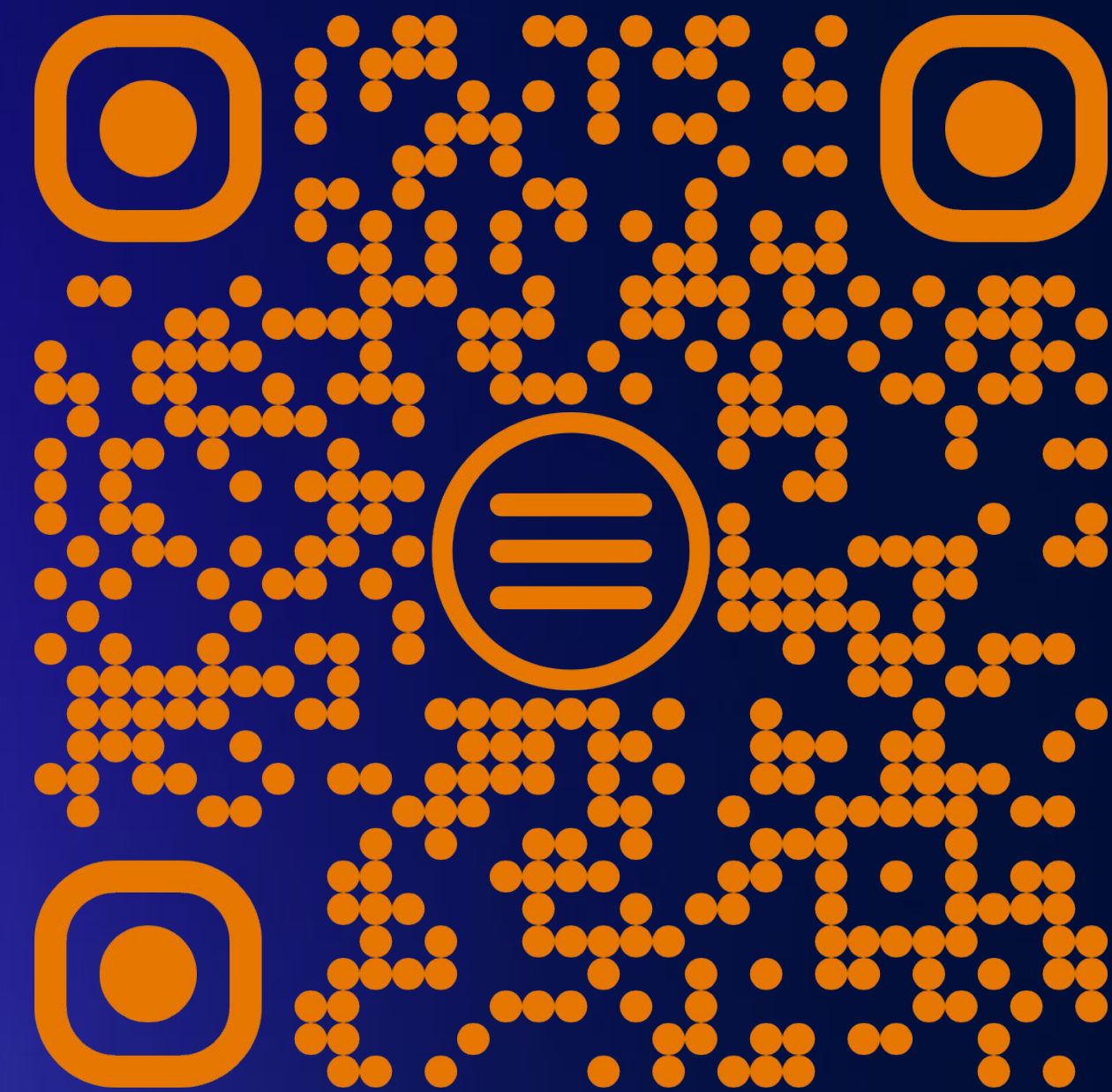
About me

Aliya Grig

- Founder, CEO **Evolwe AI**: AI-powered well-being platform, #1 conscious virtual companion

- Founder, CEO **Cosmos City**: an innovation hub for space tech startups and an educational center in Los Angeles

- Founder, CEO **Cosmos2050**: a spacetech metaverse

TOP 100 Women in AI
Forbes 30 Europe

Team efficiency

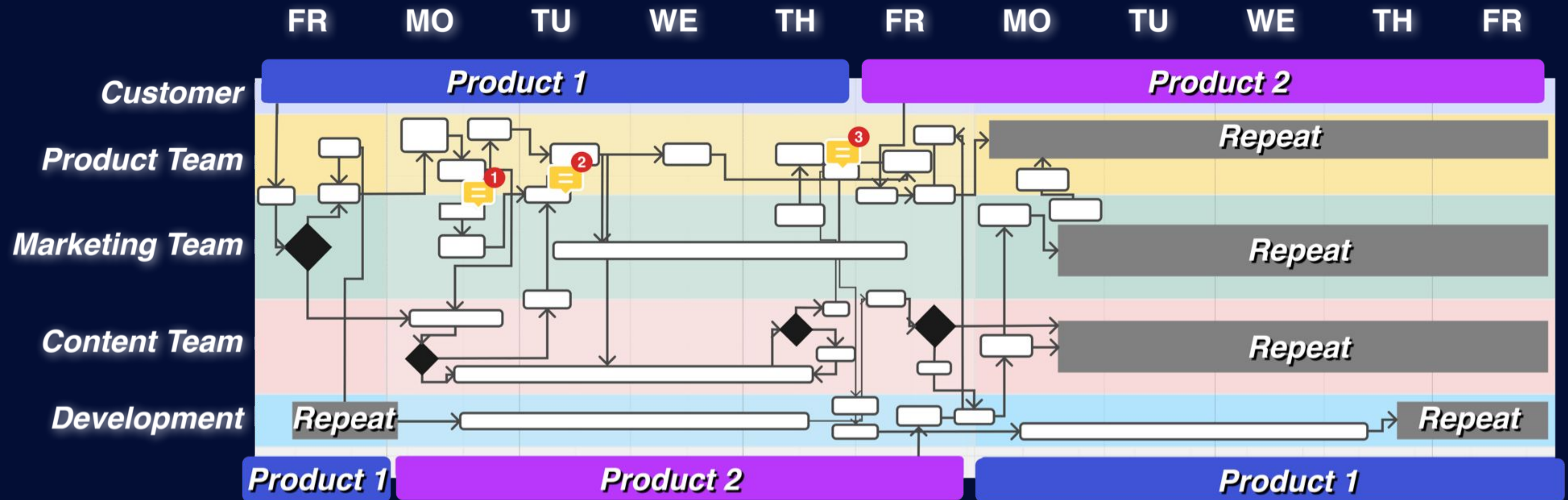# Evolwe case

Before	One product	Lots of bureaucracy	Not efficient	Lost $800K
Now	New product launch	Sprint framework	5 hypothesis per week	

Sprint framework and roles for hypothesis test

How to aggregate information to make right hypothesis

Analytics

Market insights

User interviews

Competitors

PRODUCT IDEAS

W Planning Framework

Leadership

- Developing an inspiring high-level vision and strategy
- Sharing a concrete goal for the period
- Making the final decision on what is prioritized and resourced

1. **C**ontext: Leadership shares a high-level strategy with Teams

2. **P**lans: Teams respond with proposed plans

3. **I**ntegration: Leadership integrates into a single plan, and shares with Teams

4. **B**uy-in: Teams make final tweaks, confirm buy-in, and get rolling

1. Context
2. Plans
3. Integration
4. Buy-in

Teams

- Developing execution plans that support the high-level strategy
- Highlighting gaps & risks with the final plan
- Committing to a goal, with a given level of resources

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Key Initiative Strategy

Key Initiative Strategy	
	Brief description of the initiative, including the what and the why, e.g. Launch in Japan in order to support the international expansion pillar.
Strategy	*A short overview of how you plan to approach this initiative*
Projects	*A list of key projects you plan to undertake and rough timelines* *1. e.g. Support payments in Japan* *2. …* *3. …*
Timeline	*Expected timeline to complete the initiative*
Impact	*The impact you expect to deliver as a result of executing this initiative, e.g. revenue growth, user growth, higher customer satisfaction, etc.*
Resources Needed	*A breakdown of the type and amount of resources required to achieve this initiative, e.g. $50k marketing spend, 2 designers, etc. Be as detailed as possible, and ideally, give a few options.*
Risks and Dependencies	*Lay out the major risks to this initiative and how you plan to mitigate them*

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Explore vs **Exploit**

Explore ⟷ **Exploit**

High	**Uncertainty**	Low
Search and breakthrough	**Focus**	Efficiency and growth
Venture-capital style risk taking: expecting few outsized winners	**Financial Philosophy**	Safe haven with steady returns and dividends
Iterative experimentation, embracing speed, failure, learning, and rapid adaptation	**Culture & Processes**	Linear execution, embracing planning, predictability, and minimal failure
Explorers who excel in uncertainty, are strong at pattern recognition, and can navigate between big picture and details	**People & Skills**	Managers who are strong at organizing and planning and can design efficient processes to deliver on time and budget

Framework for the growth process:
setting up metrics and organizing fast tests

Metrics for the product - based on CJM cycles

- Retention
- DAU
- MAU

Ideas for the test

Team motivation

KPI

VS

Opportunities

The 5 disfunctions of a team

Why team don't reach great results?

🎯 **Lack of target vision**

- Ambitious vision, immerse employees in the corporate culture and motivate them to work in order to implement the team's global plans

🗺️ **Road map**

- A clear overall scope of work with timelines and stages
- Each employee can track the stages of project implementation

🎉 **Not celebrating achievements**

- Zoom party or a cake in the office: praise great results

🤐 **Ignoring Problems**

- Discuss problems as soon as they arise

🌧️ **Lack of gratitude**

- Reward employees for excellent results, motivate them with feedback and show that they are on the right track

Tips to increase proactivity

✓ **clear goals**

✓ **show influence**

✓ **participation of all members**

✓ **planning and retrospective**

Key Tips

➡ **Freedom and responsibility: team decides what to focus on**

➡ **Big idea with key metrics**

➡ **Constantly testing various hypothesis**

➡ **Validation of the knowledge about users**

➡ **Understanding each team member psychology and behavior**

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