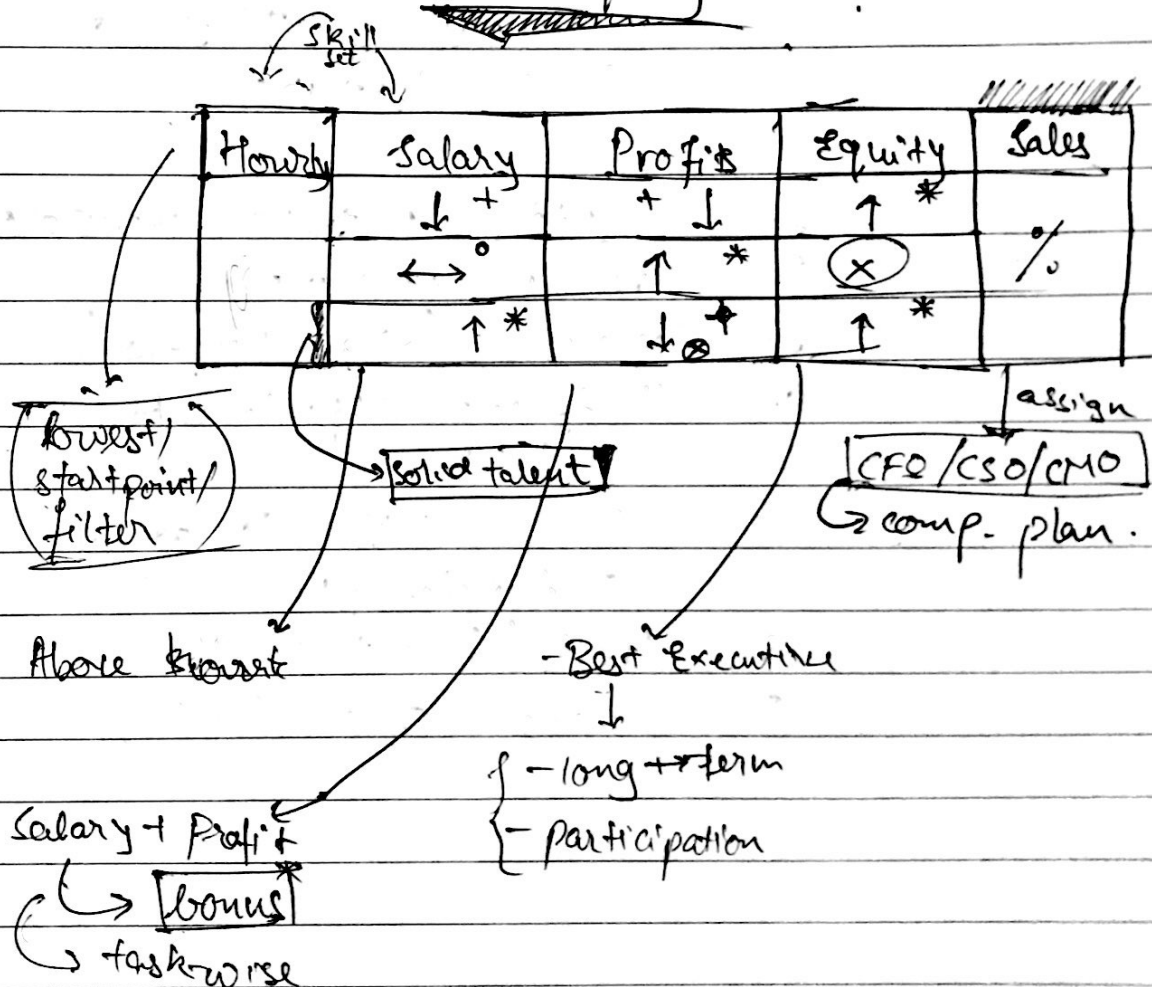


Weekly

- Make small bets
- Get uncomfortable
- Don't care for perception around curiosity

How to pay your Employees?



1. Know what you can afford
2. Free agents / Freelancers / Home office
3. Know the market for the position you hire for.
4. Customize pay depending on talent
5. Company plan

6 types of Business Partners

1. Equity partners & investors.
2. Product partners
3. Executive (with respons.)
4. Different departments
 - BOD
 - Marketing & Operations
 - Advisory Board.
5. Legal / Consultants / CPA
6. Sharing office building.

Competitive

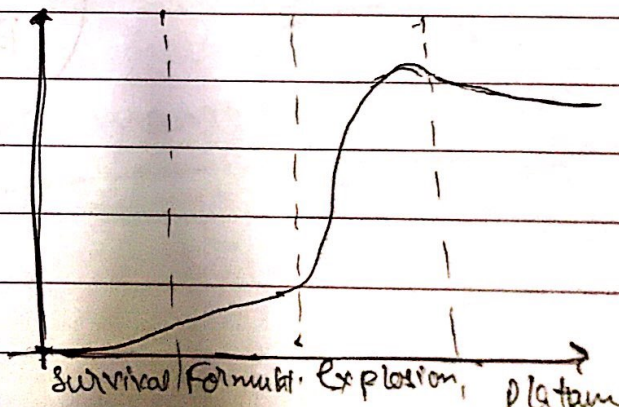
2. Finish things.
3. Circle out succeeds you.
4. Mind never stops
5. Credible people see you going places.
6. Learner.
7. Obsessive

Key points

1. Non-negotiable
2. Long term viz.
3. Values.
4. Opposing strengths
5. Clear roles.
6. Credit distribution
7. Financial status
8. Purpose.
9. Schedule
10. Partnership.
11. Track record
12. Know Background. (personal)

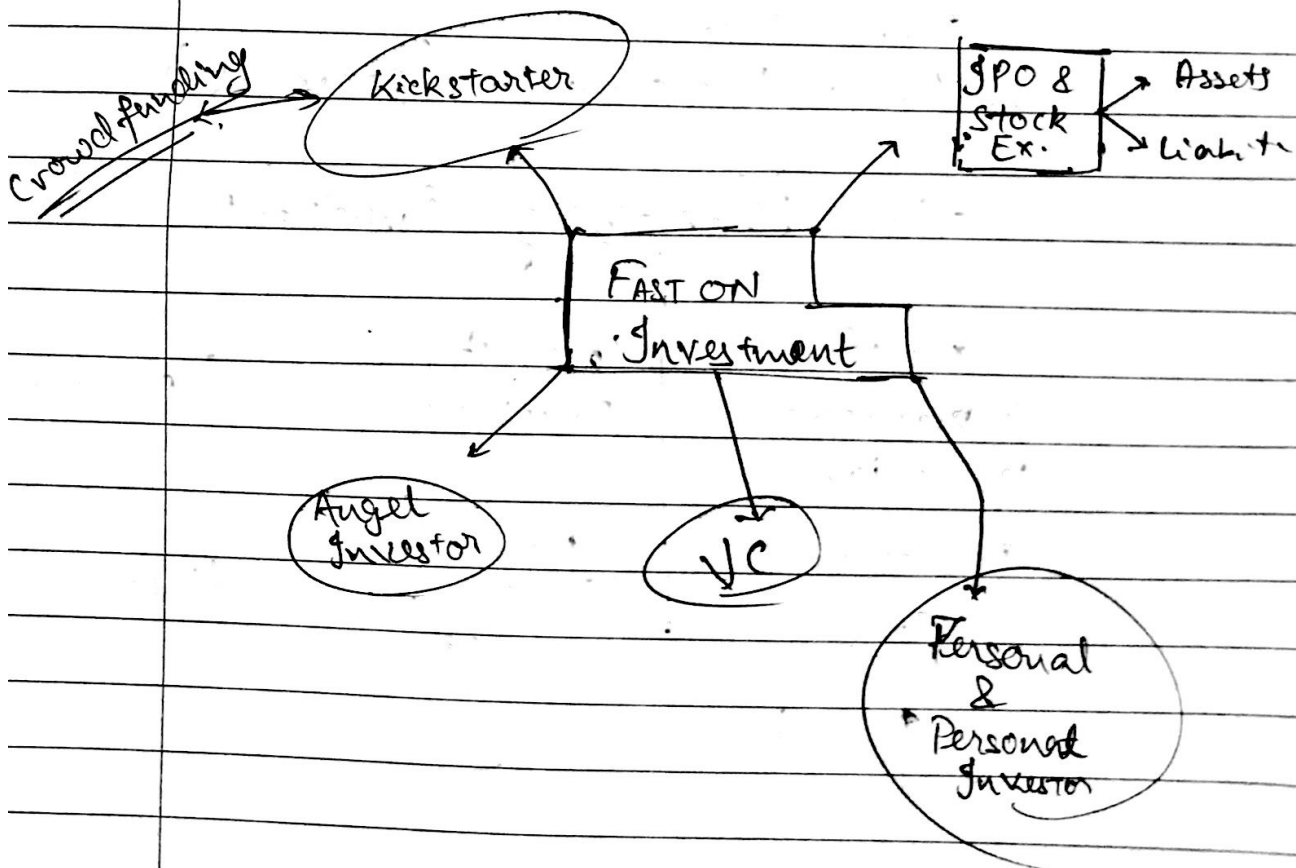
The Strategizing Quadrant

Next Innovative Campaign	Leadership Development	Exponential
Operational System	Big data sales	Linear





#1 Eliminate	#3 Raise
#2 Reduce	#4 Create



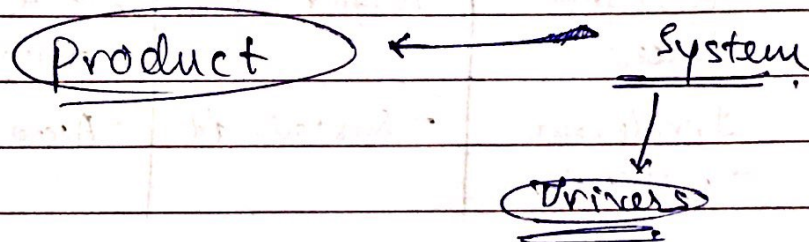
	Strengths	Weakness
Benefits success	Perfect it	Work on it (delegate)
Irrelevant to success	- Sustain it	- Accept it

		Solution	
		Known	Unknown
Problem	Unknown	Business develop./ Applying tech. ○	Tech startup. *
	Known	Traditional △	Tech startups/ New approach □

		Product	
		New	Existing
Market	New	*	○
	Existing	□	△

Micromanage. → System

Highest possibility of scaling/biz dev.



1 - Bigthink

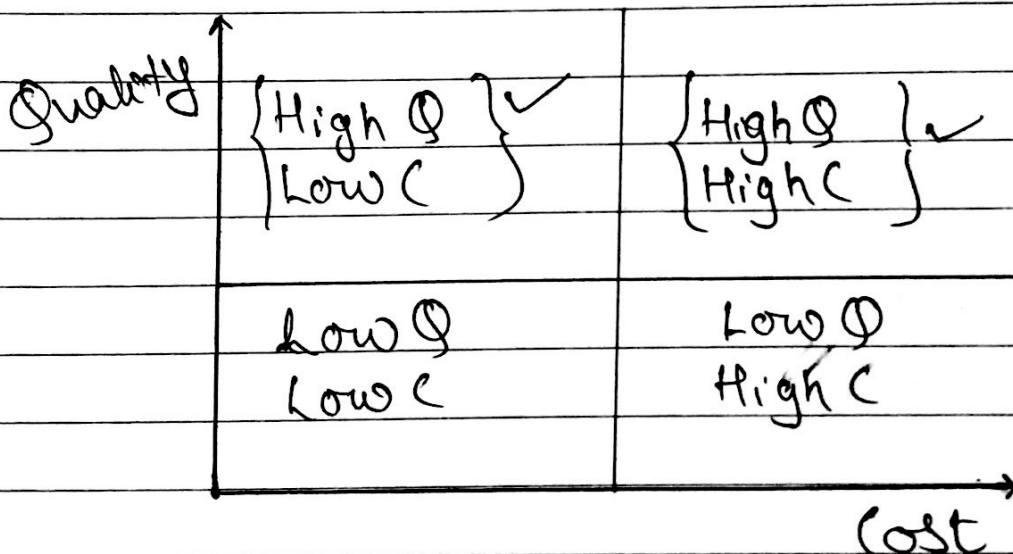
2 - IN/ON

3 - Leverage

Holding People Accountable

- 1 Hold them accountable / call it out
- 2 Question their replies
- 3 Be specific, not generic.
- 4 Clear Expectation
- 5 'Numbers'
- 6 Consequences
- 7 Help through challenges.
- 8 Importance - uplift esteem (self)
- 9 Make them understand:

Teams ¹	Partners ²	Skills ³	Compliance ⁴
Sales flow ⁵	Customer service ⁶	Expansion ⁷	Vendors ⁸
System & Process ⁹	Brand ¹⁰	Culture ¹¹	Competition ¹²
<hr/>			
	Work	Customer.	Rep
	⑨ ③	⑥	⑩
	① ④*	⑤	⑪
	⑦	② ⑧ ⑫	



Stages	Starting out	Growing up	Middle age	Senior stage
Objective	Product adoption	Sales growth & market share	Cash flow & Profit	Residual Profit
Key function	R & D	Marketing	Operations	Finance & plan
Competition	Little to none	Growing in nos	Strong, but stable	Declining in nos
Strategy	Expanding	Establishing & defending position	Maintain in position	Getting out there.
Profit	Non-existent	Growing rapidly	At or near Peak	Much Reduced
Finances	High prices & expensive.	Variable price & cost	Lower cost & competitive price	Falling price & low costs
Customer	Innovators & Risk takers	Eager to try Product	Majority of Buyers	Loyal, conservative.
Industry	1 or 2 companies	many companies	Decline in no. of companies	Few companies.