The Art of Giving a Shit

Ongoing stories from the startup trenches

PARENTAL
ADVISORY
EXPLICIT CONTENT

Who is this guy?

Will Fraser
CEO, Referral SaaSquatch

What are we talking about today?

What are we not talking about?

Things we will not discuss

- Product Management

- Development

- Technology

- The US Presidential Election

- Business Models

What are we talking about today?

Things to discuss

- Leadership

- Culture

- Team Structure

Exercise 1: Let's make a startup!

(5 Minutes)

1. Form groups of 3 - 5 people

2. Come up with a problem your startup is going to solve

3. Identify the target customer

4. Create a name for your startup

Referral SaaSquatch

Referral SaaSquatch helps digital marketers run customer referral programs and other marketing campaigns that incrementally grow revenue per customer.

What is leadership?

Leadership

the action of leading a group of people or an organization. "different styles of leadership"

the state or position of being a leader. "the leadership of the party"

Leadership

Peter Drucker:

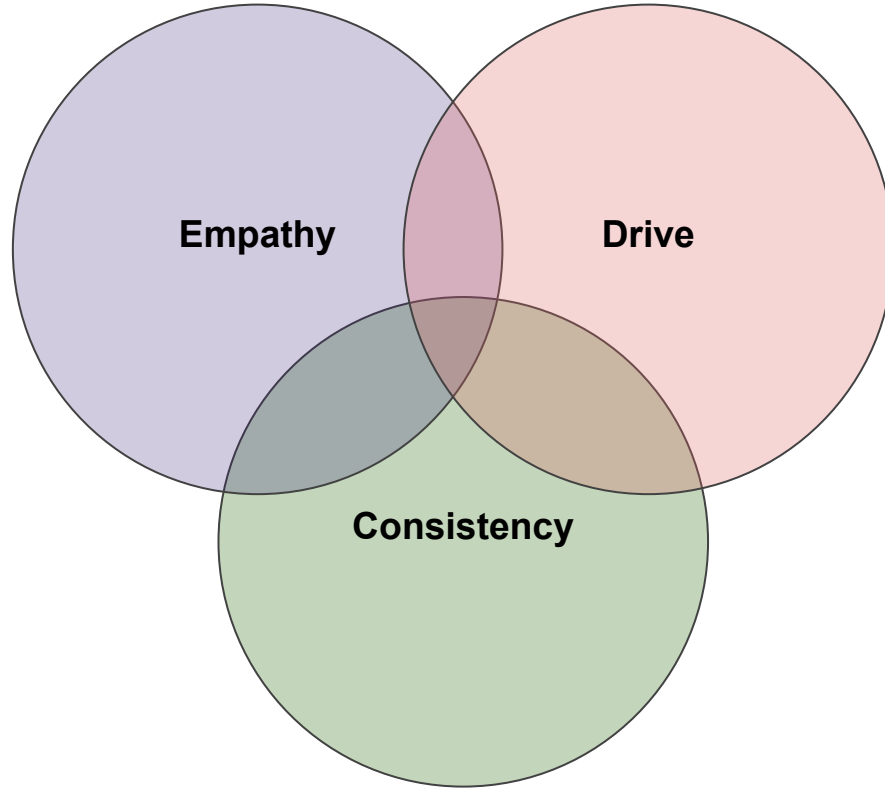*"The only definition of a leader is someone who has followers."*

Kevin Kruse:

"Leadership is a process of social influence, which maximizes the efforts of others, towards the achievement of a goal."
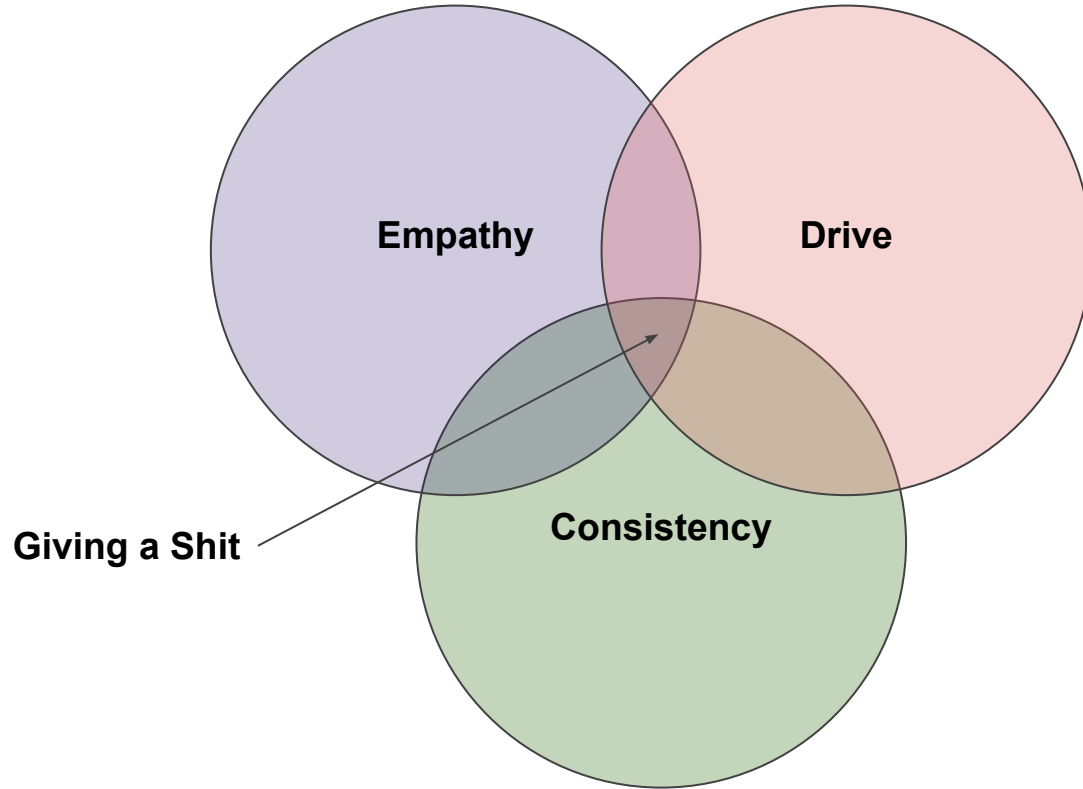
Leaders Give a Shit

What is Giving a Shit?

3 Pillars of - Giving a Shit

Empathy

Drive

Consistency

3 Pillars of - Giving a Shit

Empathy

Drive
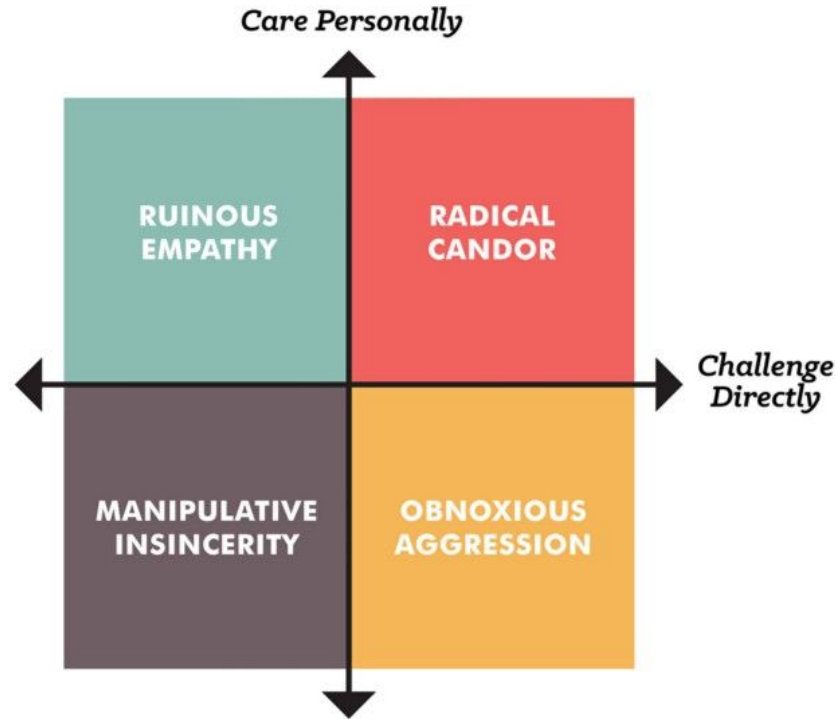
Consistency

Giving a Shit

What is not "Giving a Shit"?

It's not Giving a Shit because you...

- Yell
- Get stressed
- Say you care
- Set deadlines
- Do the most
- Own the most
- Crack the whip
- Hold big meetings
- Wear a collared shirt
- Make the task list

Radical Candor

Why Give a Shit?

Why Give a Shit?

- Employee recruitment, retention and development

- Getting funding

- Product development

- Company Growth

- Personal Development

Exercise 2: Company Vision

1. With your "startup" create the vision for your company

2. Prepare a short (2 minute max) presentation on your vision and why you think it will change the world

3. Every team member needs to be ready to explain and defend your vision

Exercise 2-b: Company Vision

1. Determine who the leader or leaders were in your group

2. What did they do to lead your group to a unified vision?

3. Is it really a unified vision?

4. Share with the leader your radical candor about how the process worked

5. Be prepared to share with the group

What makes a SaaSquatch?

A SaaSquatch is …

Part of a Yearning: SaaSquatchs are part of a family. They care about each other, those they support and those they work with.

Evolving: SaaSquatchs are always looking for, and embracing new ways to do things better.

Genuine: SaaSquatchs are real!

Helpful: SaaSquatchs work together. They help each other in bad times and good times and always lookout for eachother no matter the cost.

Hungry: SaaSquatchs value results over effort. A SaaSquatch knows they need to deliver for the Yearning to succeed but when mistakes happens, it's more important to learn than place blame.

Who is on your boat?

Building a Startup Team

- Co-founders or not?

- What skills do you need on the founding team vs. what skills can wait?

- When do you grow the team?

- What about equity?

Exercise 3: Team Design

1. With your "startup" design your original founding team (This is hypothetical and not just "All of Us")

2. Determine what signs/benchmarks you would use to grow the team.

3. Plan what your first 10 hires would do

4. Present to the group