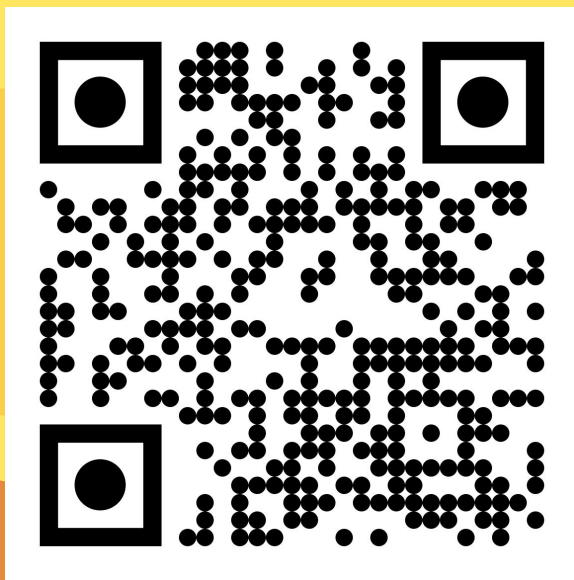


# BALANCING BUSINESS

The image is a stylized illustration of a desert landscape. The background consists of horizontal bands of yellow and orange, suggesting a sunset or sunrise. In the foreground, there are rolling hills in shades of orange and brown. Several saguaro cacti are scattered across the landscape. A large, white, circular shape is positioned in the center, containing the text 'BALANCING BUSINESS' in a bold, dark brown, sans-serif font. The overall aesthetic is flat and modern.



[chrisprender.github.io/slider](https://chrisprender.github.io/slider)

# LEFT-BRAINED OR RIGHT-BRAINED?

1



I am more  
left-brained (logic,  
math, etc.)

I am more  
right-brained (arts,  
creativity, etc.)

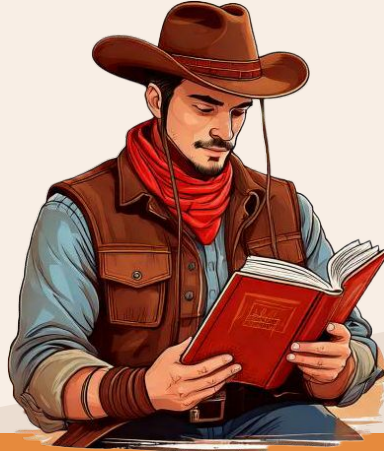


# COMPANY & CULTURE



# SPEND MORE TIME ON CULTURE OR ON LEARNING?

2



Our non-billable time should be focused exclusively on culture and team building initiatives.

Our non-billable time should be focused exclusively on education and growing our skills.



# BETTER TO BE GENERALISTS OR SPECIALISTS?

3



We should be a team of generalists, such that any producer can handle any work type.

We should be a team of specialists, where each producer stays exclusively in their specialization.



# HIERARCHY & PROMOTIONS

4



It's better to have a flat hierarchy where everyone has the same level title and is on equal footing.

It's better to have a taller hierarchy with additional layers of leadership and opportunity for promotions.



# PREFER SALARY GROWTH OR BENEFIT GROWTH?

5



Lemonly should have fewer benefits, including time off, in exchange for greater salary growth.

Lemonly should grow our benefits, including time off, in exchange for static salaries.





# SERVICES



# SMALLER OR LARGER SERVICE LIST?

6



We should narrow our service list to focus and specialize on a smaller number of offerings.

We should grow our service list by developing new service offerings.



# LEMONLY DELIVERABLE PRICING

7



Lemonly should charge way less for our work.

Lemonly should charge way more for our work.



# STILL “HOME OF THE WORLD’S BEST INFOGRAPHICS”?

8



Lemonly is best at  
infographics.

Lemonly is best at  
something else.



# HOURS & OVERAGES



# OVERAGES & BALANCE

9



We should  
prioritize staying  
within project hour  
limits to protect the  
40-hour work week.

We should be more  
lenient on overages  
even if it means  
sometimes working  
more hours in a  
week.



# HOURS & SALARIES

10



I'd much rather  
work fewer than 40  
hours per week,  
even if it means a  
lower salary.

I'd much rather  
work more than 40  
hours per week for  
additional salary.



# BILLABLE RATE & OUR WORK WEEK

11



I'd much rather have a moderate billable rate expectation in a typical 40-hour week.

I'd much rather be expected to work more billable hours in exchange for a shorter week overall.





# THE ROLE OF AI



# LEMONLY'S AI PHILOSOPHY

12



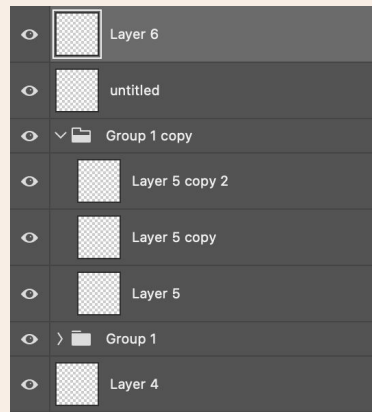
Lemonly should take a stand in the creative industry and champion an anti-AI mindset.

Lemonly should be at the forefront of embracing AI in all aspects of our work.

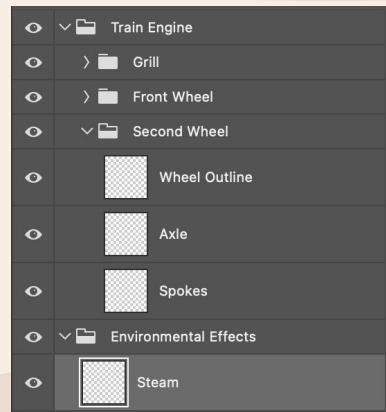


# CLEAN UP LAYERS

13



This is 100% wrong.



This is 100% fine.



# MAKE AN INFOGRAPHIC

14



This is 100% wrong.

This is 100% fine.



# MAKE AN ASSET

15



This is 100% wrong.

This is 100% fine.



# HELP WITH A STORYBOARD

16



This is 100% wrong.

This is 100% fine.



# AUGMENT MY EXISTING DESIGN

17



This is 100% wrong.

This is 100% fine.



# PERSONAL FEELINGS ON AI?

18



I never want to touch anything AI-related in my role at Lemonly.

I want to incorporate AI in every aspect of my role at Lemonly.





# USE AI FOR EFFICIENCY OR FOR BETTER WORK?

19



The primary use of AI should be to increase our efficiency.

The primary use of AI should be to help us do cooler stuff.



# CLIENTS



# PREFER CREATIVE FREEDOM OR LARGER BUDGETS?

20



We should  
prioritize finding  
clients that allow us  
the most creative  
freedom possible.

We should  
prioritize finding  
clients that have the  
largest budgets.



# PREFER WORK BALANCE OR BIGGER CLIENTS?

21



I only want to work with clients that will fully respect our time limitations.

I want to work with bigger clients, even if they have unreasonable demands on our time.



# PREFER NEW CLIENTS OR EXISTING RELATIONSHIPS?

22



Lemonly should  
prioritize a constant  
influx of new  
clients.

Lemonly should  
prioritize growing  
existing client  
relationships  
exclusively.



## FEWER NEW CLIENTS OR LOTS MORE?

23



Lemonly should be extremely selective with the new clients we take.

Lemonly should always strive to be accelerating new client acquisition.

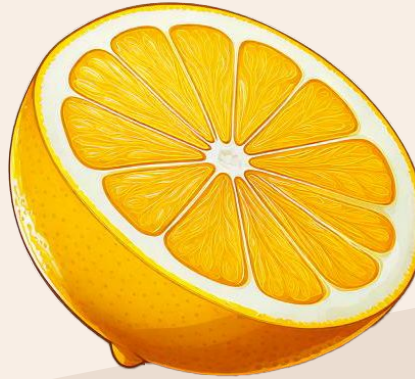


**IN CLOSING**



## IN CLOSING

24



I have the exact  
same opinions on  
the business as I did  
before this  
presentation.

This discussion has  
changed everything  
I think about the  
business of  
Lemonly.







**I APPRECIATE YOU**