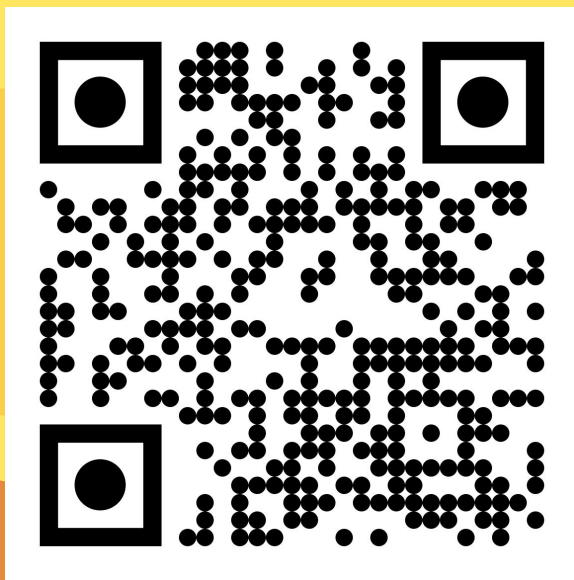


BALANCING BUSINESS





chrisprender.github.io/slider

COMPANY & CULTURE



LEFT-BRAINED OR RIGHT-BRAINED?

1



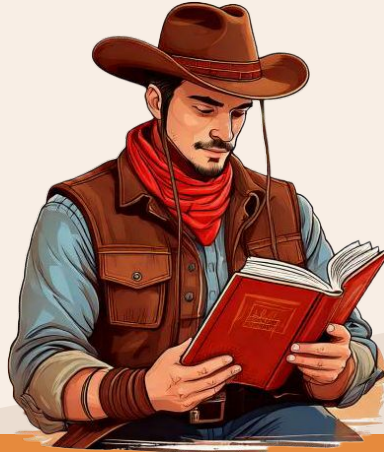
I am more
left-brained (logic,
math, etc.)

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



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.

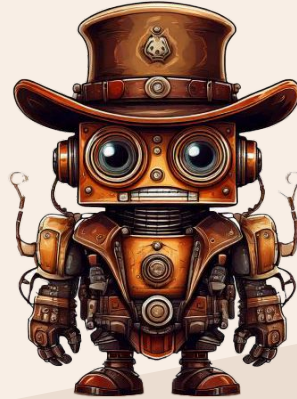


THE ROLE OF AI



LEMONLY'S AI PHILOSOPHY

12



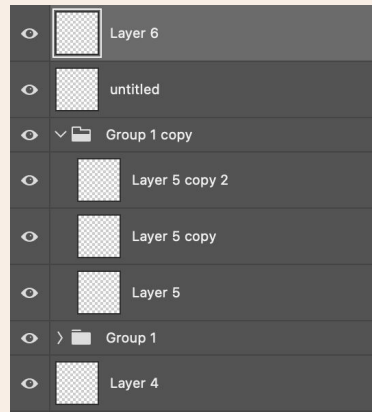
Lemonly should take a stand in the creative industry and champion an anti-AI mindset.

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

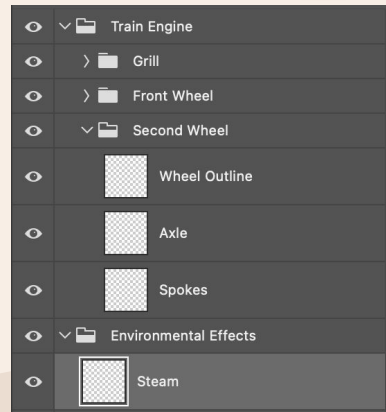


CLEAN UP LAYERS

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.

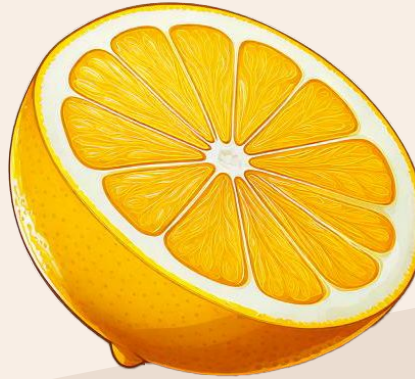


IN CLOSING



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