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Every startup CEO wants a high performance culture.

You can build it with these 7 simple steps.

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****1.) Identify and remove low performers quickly****

Keeping low performers in place screams that accountability doesn't matter.

This is made easier when you ...



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****2.) Build and manage a talent pipeline****

Replacement decisions are made easier when a recruiting pipeline exists. Hold managers accountable for maintaining a pipeline of future hires.

Having a talent pipeline allows you to

...



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****3.) Raise your hiring standards****

Fewer higher quality hires will always trump trying to fill every opening faster.



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****4.) Communicate progress against KPI's regularly****

Communicate KPI progress transparently and frequently. Monthly cadence minimum, weekly for high growth or companies in crisis.

Celebrate the wins, but effective KPI communication requires ...



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****5.) Discuss KPI failures and challenges openly****

Accountability starts with openly discussing challenges and resolution. Understanding and solving failures should be the job of everyone, not just leaders.

The fastest way to align the company around KPIs is to ...



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****6.) Reduce the initiatives and hit them****

Most companies have too many of them.

Narrow the goals and initiatives and communicate them constantly.

Narrowing the goals and initiatives isn't enough however. You also need to ...



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****7.) Delegate goals and accountability****

Too often startup leaders delegate tasks with no clear ownership of the goal.

Delegating goals/accountability =
Ownership and autonomy.

Delegating tasks = Narrow thinking
and lack of accountability



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In summary, build a performance culture by:

- Removing low performers
- Building a talent pipeline
- Raising hiring standards
- Communicate KPIs
- Discussing failures
- Reducing initiatives
- Delegating goals instead of tasks

Thanks for reading!

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