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Hard skills gets you traction.

But soft skills get you long-term results.

9 soft skills to win as a founder:

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Humility

Humility is key to effectively set a positive-sum company culture.

- Accept constructive feedback
- Celebrate teammates publicly
- Give credit and spread goodwill

Listening

Communication enables you to 10x the output of your teams.

- Make eye contact
- Learn active listening
- Minimize your distractions
- Time your questions to create limited silences

Adaptability

Founders are built by their ability to navigate the downturns in their company.

- Be aware of your resources
- Prioritize action > waiting for orders
- Face challenges head on and without fear
- Learn to maximize you and your teammates strengths

Problem-Solving

As the founder, every major problem will require your input.

You have to hone your skills:

- Stay positive
- Learn to prioritize and delegate
- Take responsibility of core issues
- Act quickly and bring in key stakeholders

Emotional Intelligence

Become a figure your team trusts and communicates with, instead of elevating yourself onto a plane.

- Act with mindfulness
- Learn to understand and check your emotions
- Think ahead on the effects of your words and actions

Honesty

You avoid problems compounding by facing them head on with truth.

- Don't cover up your data
- Address difficult conversations early
- Be clear and forward in performance reviews
- Communicate with transparency with your team

Resourceful

Startups require every member to dig into their creative reserves.

Lead by example:

- Build points of leverage
- Network + build positive-sum relationships
- Leverage Growth Assistants + Automation tools

Optimistic Orientation

Optimism is entry stakes for building your own business.

- Never complain
- Criticize sparingly and speak well of your team
- Draw the line between optimism and false hope

Sincerity

People can easily see through false emotions and fake words.

- Be direct and truthful
- Build an understanding of what people value
- Go the extra mile in learning someone's backstory (family, interests etc.)



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Thanks for reading! If you found this post helpful, follow me for more insights on marketing, branding, and systems.