

Zero Limits

Business Growth Secrets

Steve Little

with Melinda Wittstock

podopolo

Workbook

EP7 Operational Superpowers from Startup to Standout: How to Master Operational Value Drivers

Objective:

Mastering business operations - across financial, sales, marketing, HR, and legal - is essential for a company's growth and success. Mastery begins with an understanding of where the company currently stands, the founder's vision, how to operationalize core values and building an activated culture for employee engagement and retention. Use this worksheet to apply the insights from the episode to your company or the business environment you're operating within. Consider the questions and exercises to reinforce your understanding and implement changes for better alignment and operations within your own organization.

Section 1: Understanding Your Company's Current State

Evaluate Your Starting Point*

Describe your company's current operational condition in detail.

What are the gaps or areas for improvement in your current operations?



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****Founder's Intentions and Goals****

Have you clearly defined your personal vision for the company? If so, what is it?

What impact do you hope to make through your business? What will you have changed in the world?

What is your legacy? If you had to write 7 words you'd like on your tombstone, what are they?

Who are you "being" right now that aligns with that legacy? What would you change?



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****Reflect on Founder's Alignment****

If you are the founder, how aligned are the daily operations of your company with your vision? (If you're not the founder, reflect on how the vision is being operationalized)

Do the current goals of your company match the initial vision? How?

If not, what has changed?



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Section 2: Building an Activated Culture

****Define Your Company's Mission****

What is your company's mission statement?

How does this mission resonate with every team member in your company? How is the mission operationalized day-to-day?

What are your values and how are these operationalized within the company? If they are not, how can you put values such as “innovation” or “collaboration” or “kindness” or “accountability” into daily operation?



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****Fostering Employee Engagement****

In what ways do you foster a sense of purpose and engagement within the team?

Discuss how your leadership team echoes the culture and values throughout the organization.

If there are gaps, what can you do immediately to address them? What will you change?



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Reducing Turnover Through Mission Alignment*

What strategies can you implement to ensure lower employee turnover?

How can you make team members feel invested in the company's success?

How can your mission and values be leveraged to attract and motivate top talent?



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Section 3: Hiring and HR Operational Excellence

****Hiring for Alignment****

Create a hiring checklist that ensures new recruits are aligned with your company's vision, culture, and operational needs.

What character traits are you looking for and how will you assess them?

How might you change how you describe your company on job ads and website that can better attract ideal candidates?

How might you change your interview and onboarding processes?



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Training and Development*

What training programs can you develop to cultivate mission and value alignment in day-to-day operations in all areas of your business?

How will you adapt your onboarding processes to make sure new recruits are set up for success?

How will you evaluate employee performance relative to your vision, mission and values, as well as results?

How can you encourage continuous learning and growth within your team?



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****Dealing with Labor Force Changes****

Develop a plan to navigate the expansion and contraction of your workforce based on market predictions.

Consider ways to create transparency and maintain communication during times of change.

How might you involve your team in decisions in alignment with your mission, vision and values?



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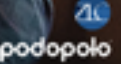


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Section 4: Personal and Organizational Reflection

****Founder's Personal Evolution****

If you're the founder, how have your personal goals and aspirations evolved over time? (If you are not the founder, do you feel there is still alignment on purpose and vision and if not, what has changed?)

Are your company's operations and direction still aligned with your goals in founding the company? If not, what has changed? Where are the gaps?

Discuss the importance of reevaluating personal and company goals regularly for the executive leadership and management teams.



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****Psychological Considerations****

How well does your company attend to the psychological needs and personal growth of its employees?

Can you identify an external adviser or resource (like 'Stephen Feinberg' in the podcast) who could support you in creating a healthier workplace?



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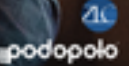


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Draw a diagram that represents your company's operational structure, from top-level management down to entry-level positions.

Next, annotate the diagram with notes on how the company's mission is echoed through each level and how alignment is maintained.

Take time to reflect and fill out each section of this worksheet honestly and comprehensively.

Remember, understanding where you are is the first step toward achieving where you want to go. It's about the journey!

Keep Putting Learning Into Action

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