

How to build a company that can last forever

1 Treat Leaders Like Leaders

- Stop micromanaging. Your leaders need to be able to run the team without you.
- To do this, let them:

1. Lead their own meetings

2. Make their own decisions

3. Manage their own budgets

2 Create Values People Believe In

- Don't create vague and useless values.
- Make them actionable & memorable.
- Help people understand what the value means with 3-5 bullet point examples.

Integrity
Teamwork
Leadership

- ✓ Adapt
- ✓ Overcome



3 Codify Your Vision

- Get your team crystal clear on your vision for the future.
- create four vision statements (3, 5, 10, 20 years).
- Review annually and update it every 2-3 years.

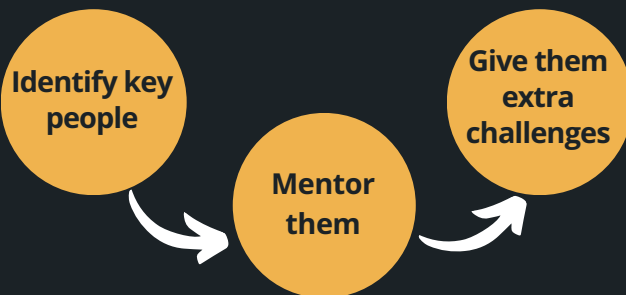
1 Go through it with your team

2 Get their feedback

3 Refine

4 Have a Succession Plan

- You won't be the leader forever.
- Ignoring this truth is a surefire way to fail as a leader.
- Build an elite roster of future leaders to take up the mantle.
- Create bench strength in all areas of your organization:



5 Pass The Keys

- The key to efficient delegation is documentation.
- Explain the HOW and WHY of everything you do.
- Give your team the necessary know-how to steer the ship without you.

