

# Never say die

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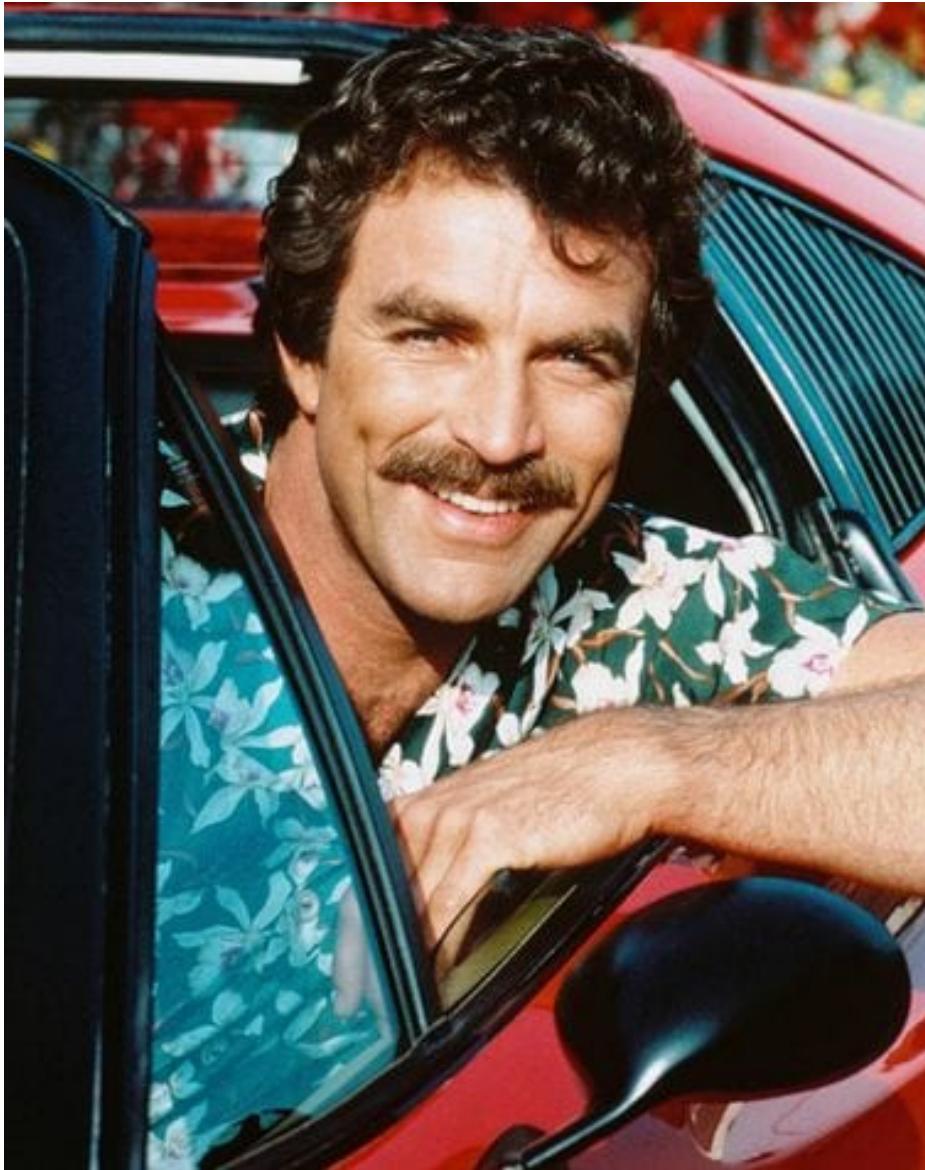
Building your team of Goonies

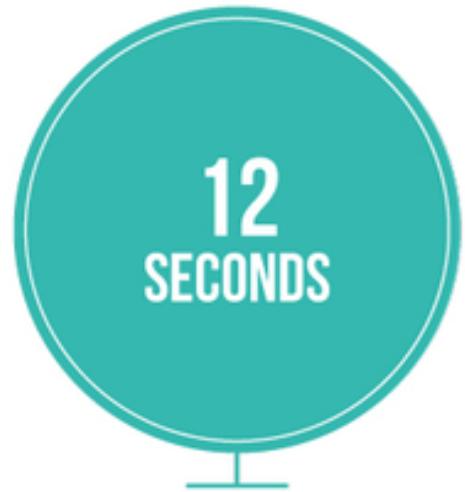
# Introduction

Kyle Slager  
CEO of Raken









THE AVERAGE ATTENTION  
SPAN OF A **HUMAN** IN  
**2000**



THE AVERAGE ATTENTION  
SPAN OF A **HUMAN**  
**NOW**

AND...



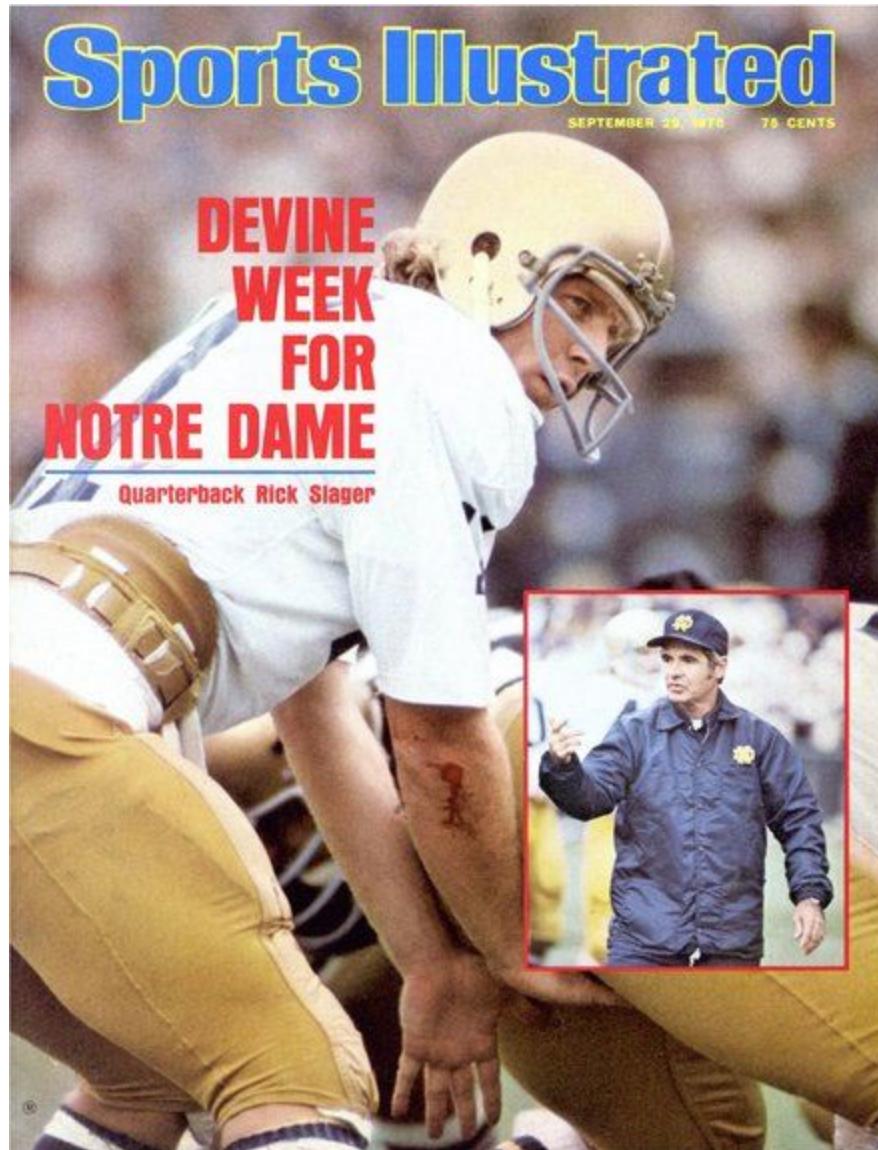
THE AVERAGE ATTENTION  
SPAN OF A  
**GOLDFISH**















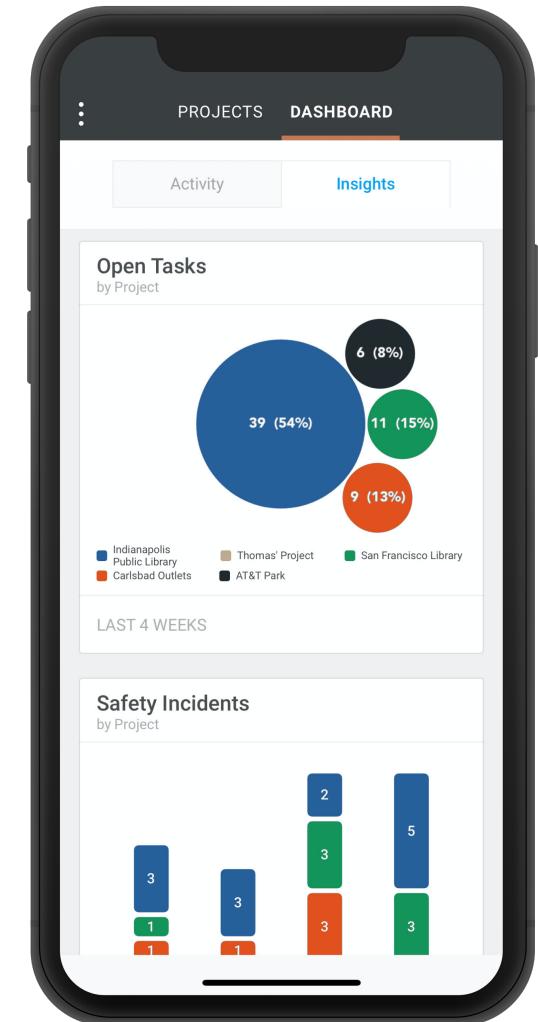
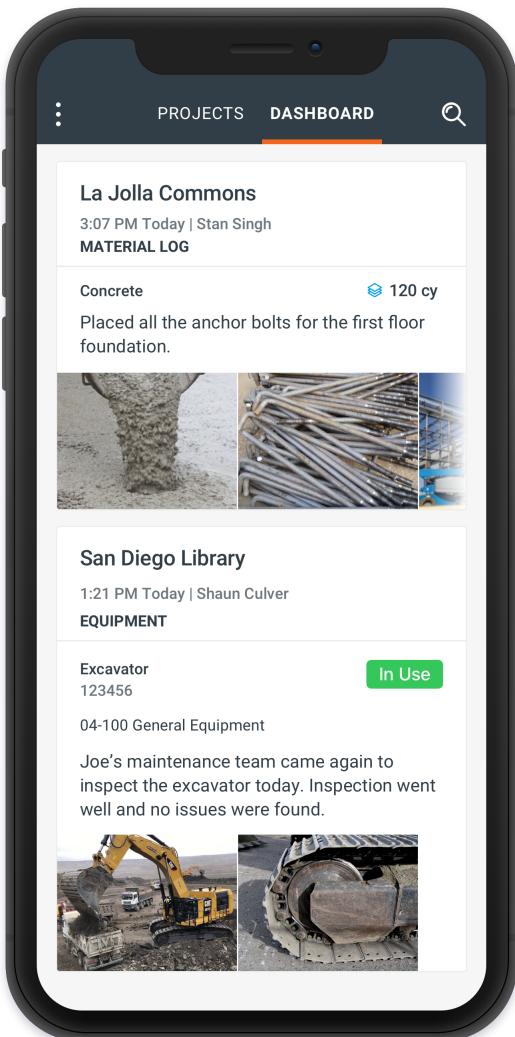




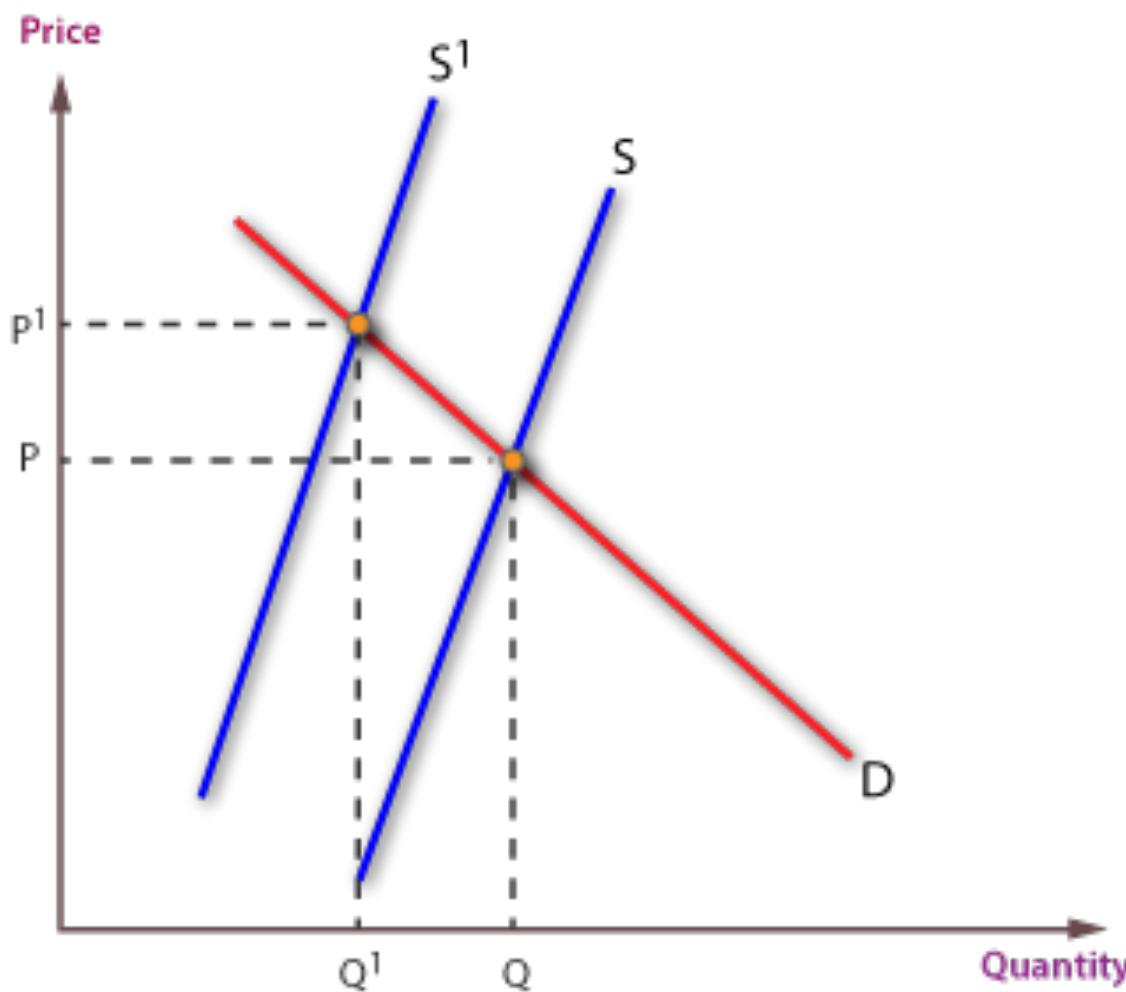
# Technology: the science or knowledge put into practical use to solve problems

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# How to thrive during the labor shortage

- Empower the field
- Increase regional recruiting
- Highlight skilled workers
- Further invest in culture





# 5 questions which determine your foundation

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- Why are you here?
- What is your mission, vision, promise?
- What are the risks?
- Who do you serve?
- How do you serve?









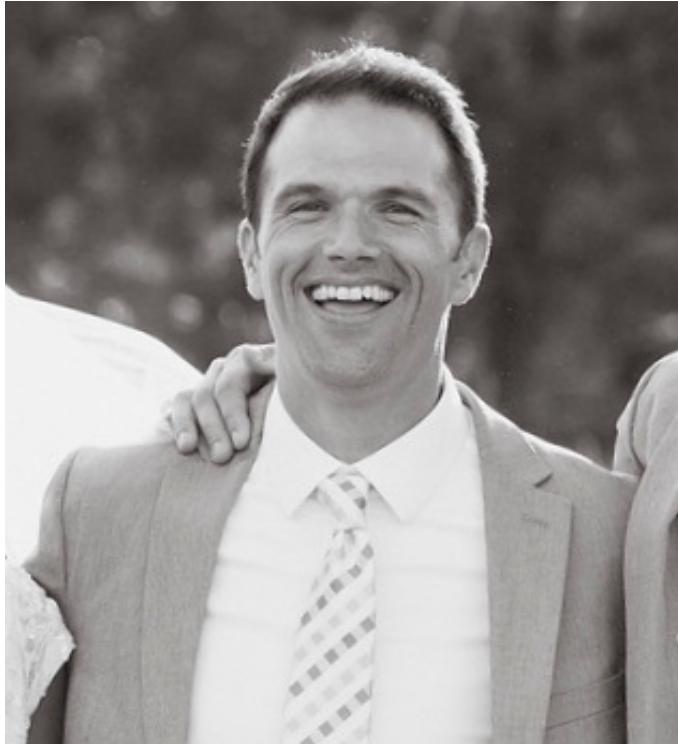
# Kyle



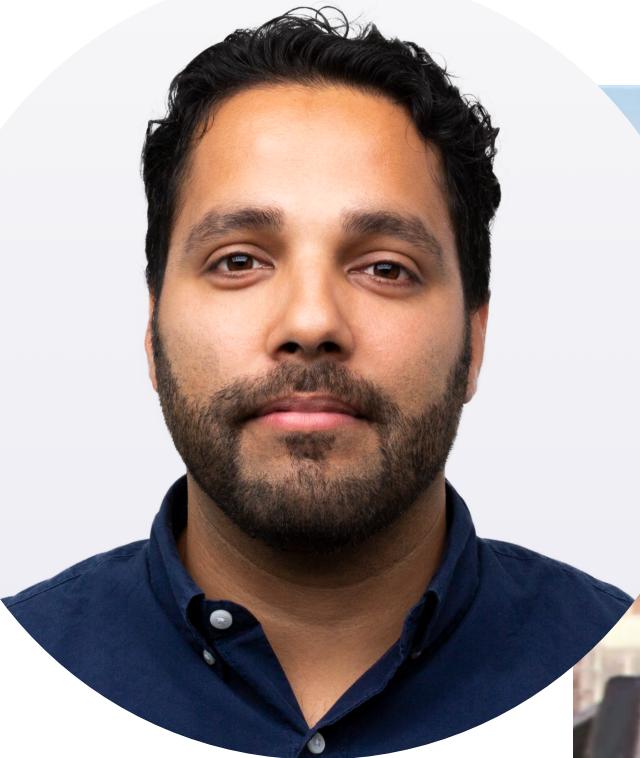
# Thiago



# Brad



# Stan





*‘Culture eats strategy for breakfast’*

*- Peter Drucker*



Foundational Principles

+

Operating Principles

=

Culture

# 5 questions which determine your foundation

- Why are you here?
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# Why is your team here?

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- Create
- Grow
- Impact
- Risk

# What is your Mission, Vision, and Promise?

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## **Mission:**

Empowering the people who build.

## **Vision:**

Creating happier, safer, more profitable job sites all over the world, from the ground up.

## **Promise:**

Nobody makes it easier for field workers to complete their daily tasks, while providing the office with the insight they need to grow the business.

# What are the risks?

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- What are some of the anticipated risks along the way?
- How can we mitigate those risks?



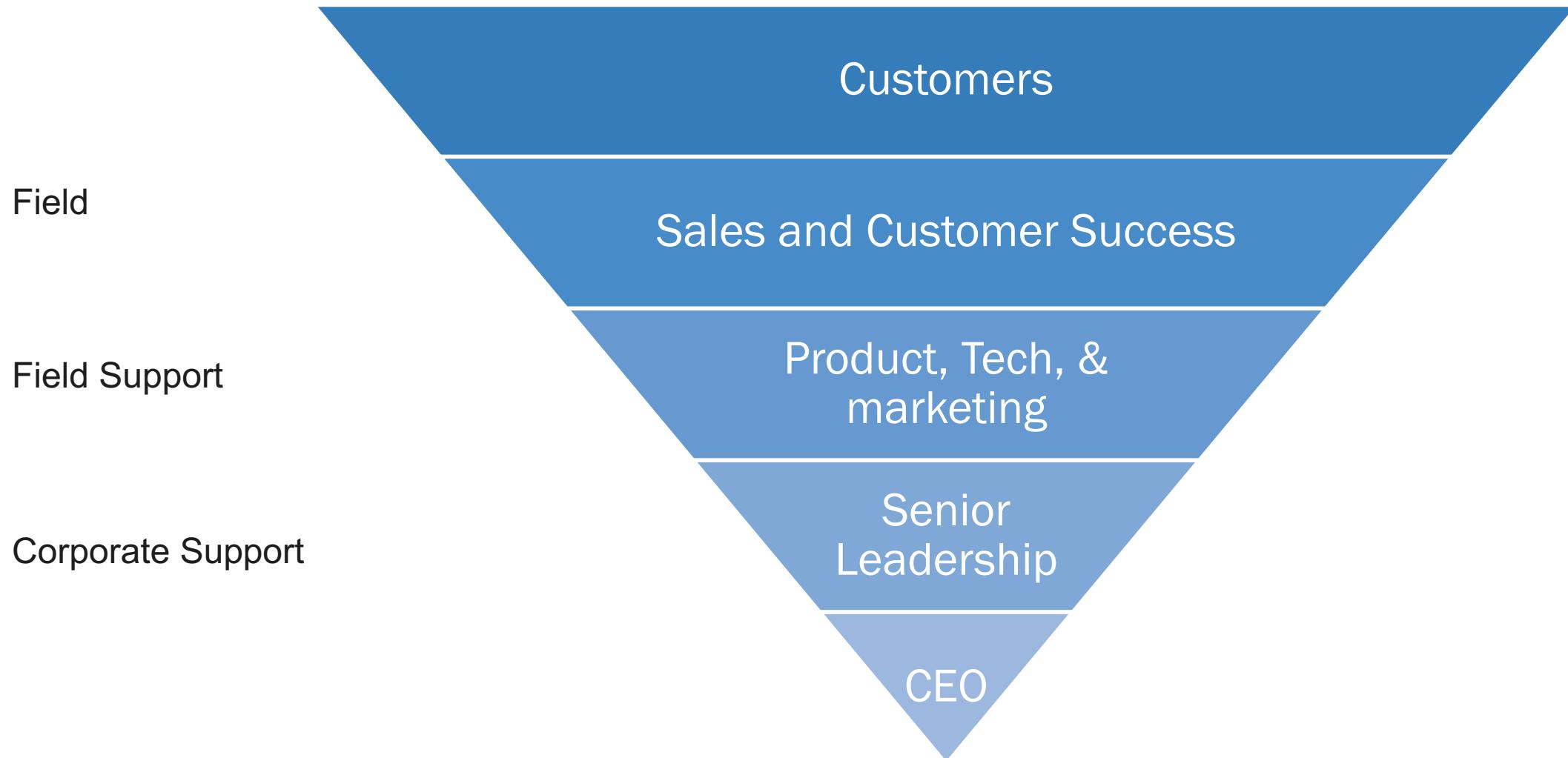
# Who do you serve?

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- Field first
- Office second

# How do you serve them?

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# 5 questions to determine how you operate

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1. What drives your team?
2. What are your guiding principles?
3. What are your operating principles?
4. What are your meeting rules?
5. What do you do & what do you not do?

# What drives our team

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- Mission
- Culture

# Guiding principles

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- Assume Positive Intent
- Do What You Say and Say What You Do
- Be on time
- Have a bias for action and act with a sense of urgency
- Treat Others with Respect
- Have Fun
- You Get What You Give
- Be Yourself!

# Operating principles

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- Raken Success = Customer Success
- Come with data & a solution
- Timebox all decisions
- Quantify & simplify
- Benefit of the doubt goes to the Implementer
- Disagree and commit
- Ten shades of gray, will work either way
- Nearest danger strategy
- Progress or perish

# Meeting rules

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- Every meeting has a designated leader/owner
- Every meeting has a designated note taker and a designated time keeper (which the owner assigns)
- Maximum meeting length is 30m. If meeting needs more time, another meeting must be scheduled.
- Leader is responsible for everyone having the agenda enough in advance to review and be prepared. The agenda will include whether the meeting is a) informative, b) action needs to be taken and/or c) a decision needs to be made.
- Any action item created must be SMART (Specific, Measurable, Achievable, Realistic, and Time boxed).
- Every meeting must leave time to summarize/confirm any action items at conclusion of meeting.
- Designated note taker is responsible for disseminating notes and logging/assigning all action items immediately following meeting.
- It is every meeting attendee's responsibility to be prepared for meeting to contribute.
- Be fully present in meeting. No working on anything outside of meeting at hand.
- It is everyone's job to hold both themselves and each other accountable – we are a TEAM.

# What we do

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## We trust

- We invest a lot in onboarding to ensure each new team member is setup for success. After onboarding, we give each new hire a lot of trust to do their job at a high level.

## We celebrate

- We will get what we celebrate -- People learn from celebrating more than anything else.

# What we don't do

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- No groupthink - the company doesn't pay people to tell leadership that they are right, we need people to tell leaders when they're wrong, why, what it looks like down a different road...and be right.
- No passenger/victim mentality – 'Life happens to me and other people are to blame.'
- No brilliant jerks - play well with others or go home
- No HIPPOs – (Highest Paid Person's Opinion)











