

# THRIVECAST

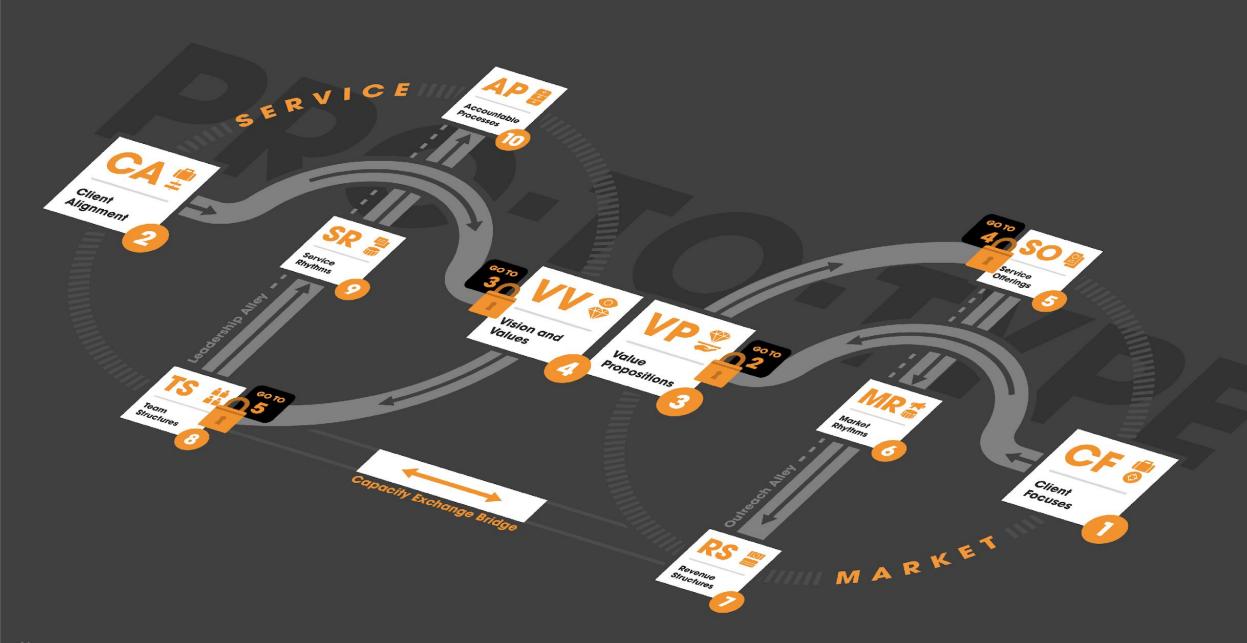
## **PROGRAMS**

1. Foundations

Groups

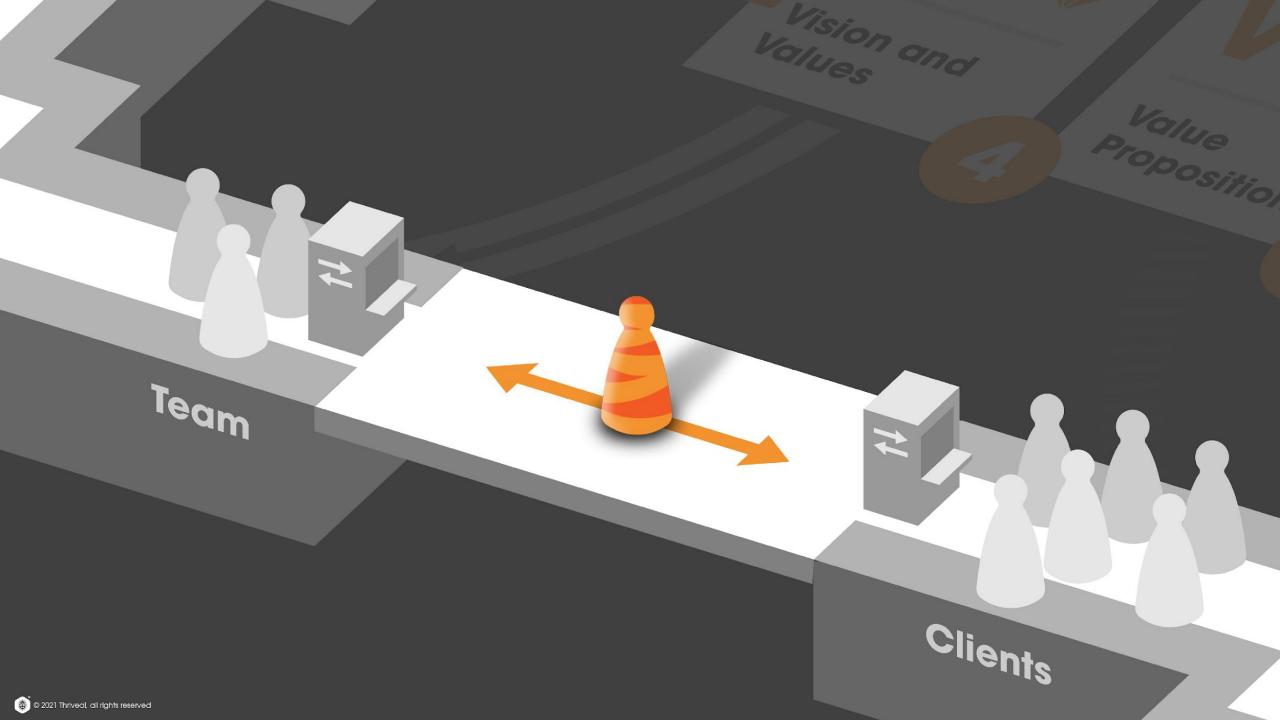
2. Scaling Groups

# BEGINNING July 2022

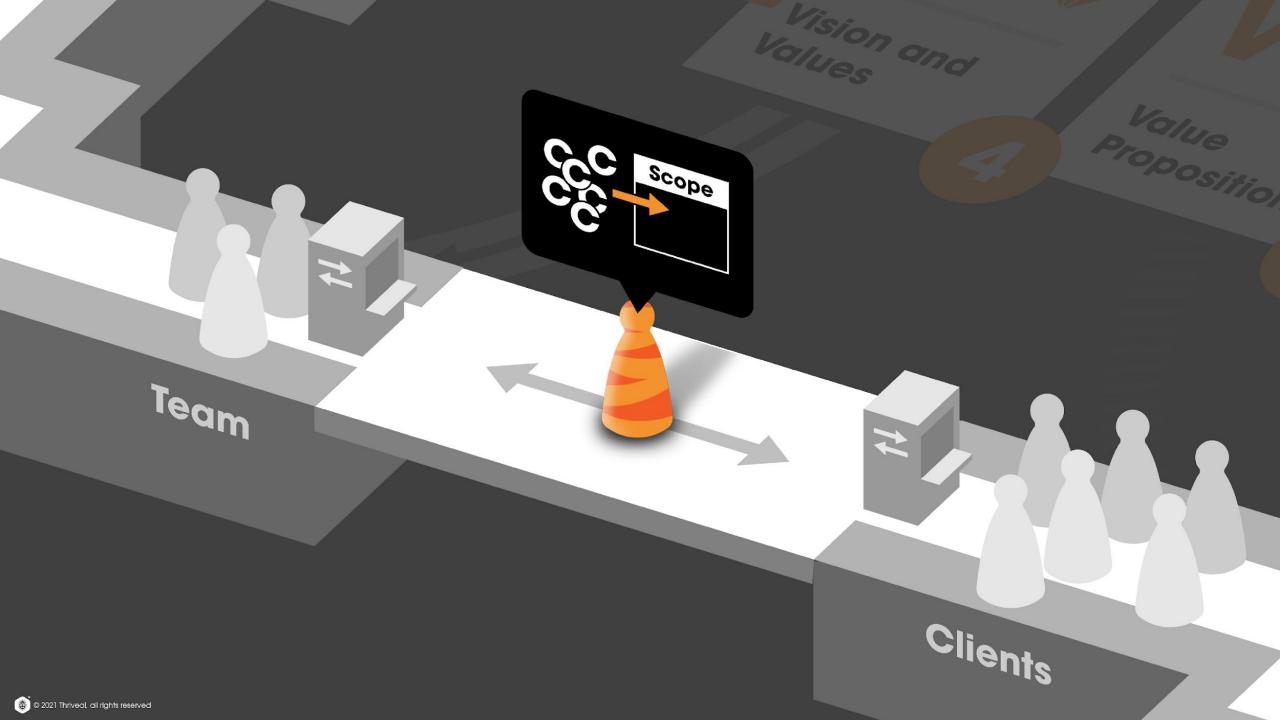


## The Scaling 'L'

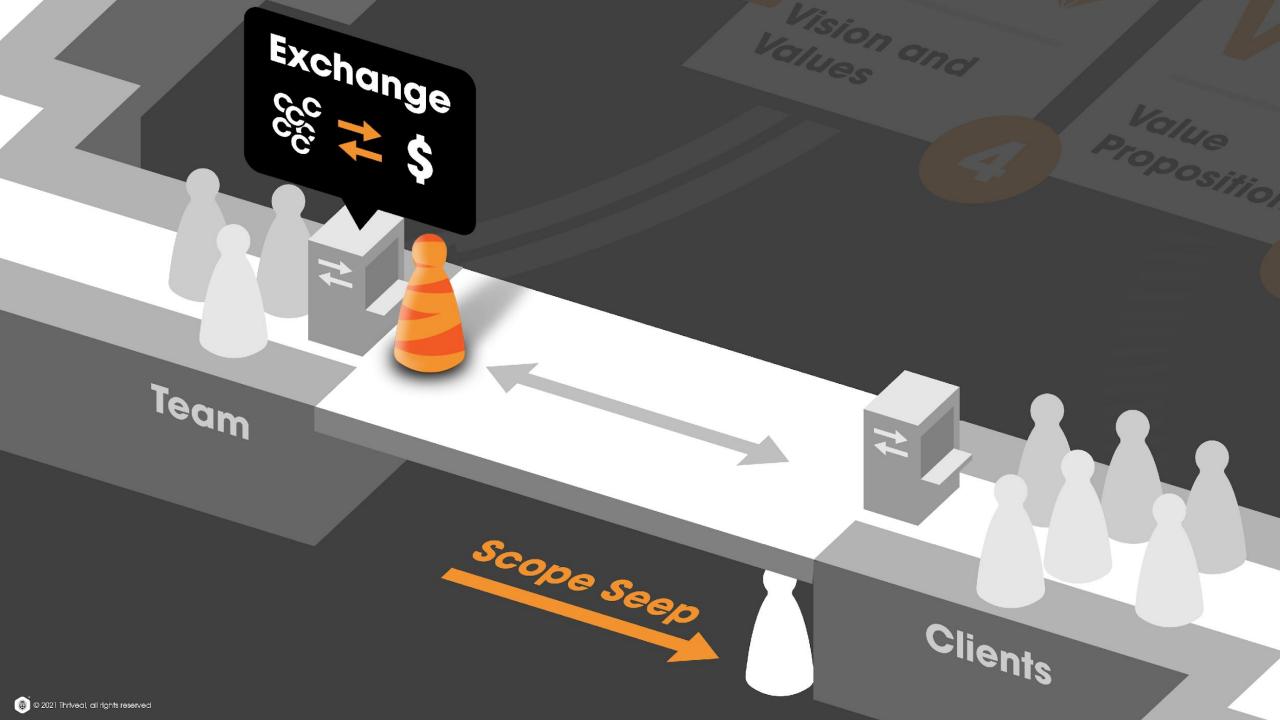
- The size of the Component 7 Revenue pipe matters
- Maturing systems must mature along with the speed and complexity of the revenue
- Maturing *teams* (humans) matter as they must mature along with the speed and complexity of the revenue
- The type of Revenue influences the type of Team Structure you build
- Timing of the Revenue piping into the Team matters
- Missteps in balancing the scaling effects overwhelms the firm owner as they absorb all loose capacity

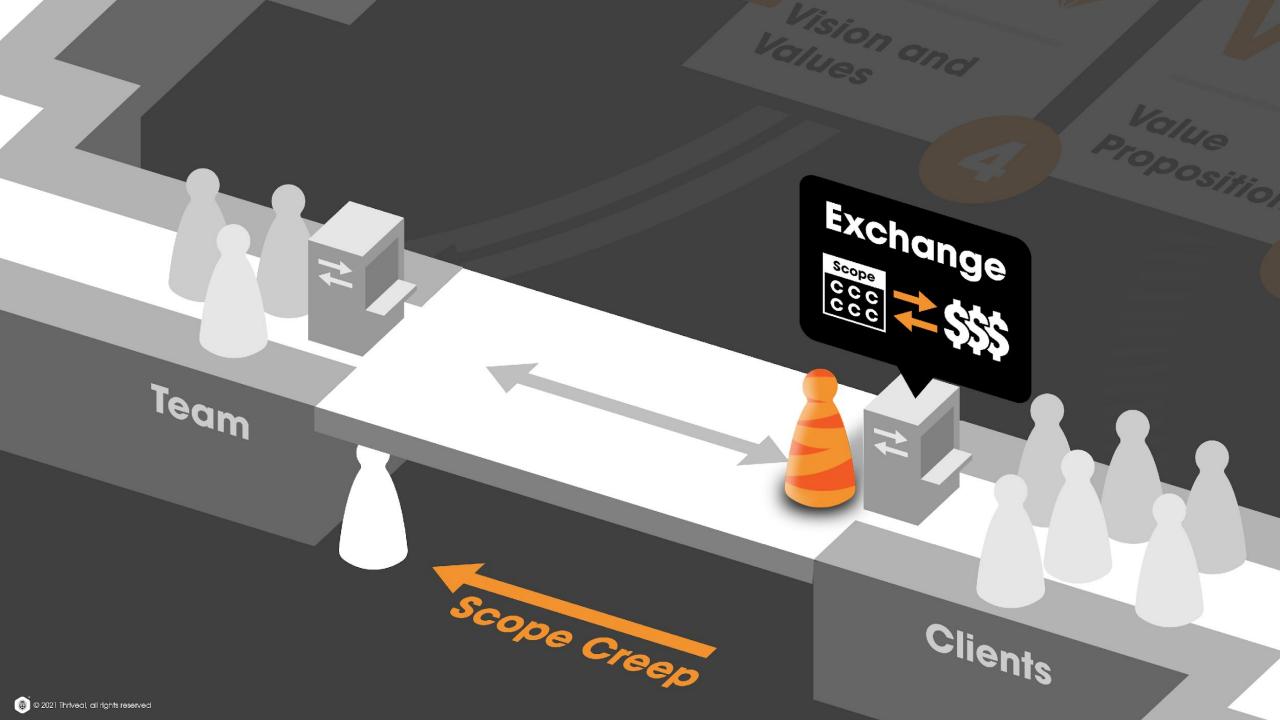














## Capacity Exchange Between the Components

**EXCHANGE PAY FOR** CAPACITY]

**EXCHANGE FORCES** 

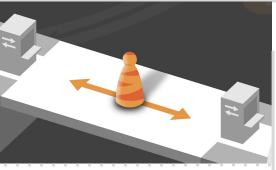
**Ongoing Leadership** 

**Transactional Specificity** 

**Team** 

Capacity

(in the form of time.)



**Firm** 

Money

(in the form of payroll)

Capacity

of scope)



**Clients** 

Money

(in the form

of revenue)

**EXCHANGE REVENUE FOR** SCOPE

**CLARITY LEVERS** 

- Team Structure Capacity Chart
- Job Title & Description (w/ ranges of hours)
- Quarterly Convos with Team
- Project Management Huddles
- Project Management Software Tasks (w/ dates)
- Feedback Loops
- External/Internal Kickoffs
- Written Client Contracts

## Capacity Perspectives & Responsibilities for the Entrepreneur

#### **Team**

"What must I give and keep in order to get paid?"

<u>Keeper</u>

- Maintain consistent capacity output
- Work within scope
- Remain flexible and collaborative
- Abide by cultural core values

#### **Firm**

"What will we get from the the team in exchange for (more) money?"

#### **Balancer**

"What capacity and assignment do we have to make to receive our revenue?"

- Define team commitment responsibilities
- Maintain accountability around client scope
- Maintain accountability around team capacity
- Lead team in a safe and thoughtful culture

#### **Clients**

#### Consumer

"What can we get from the firm in exchange for giving them money?"

- Assume value and submit resulting price
- Maintain responsibilities within agreement
- Remain flexible and collaborative
- Consume value from firm consistently

