

cameron Herald

TOPIC: HIRING YOUR SECOND IN COMMAND

NO ONE CAN DO THIS BY THEMSELVES

What do they do, where do you find them, what do you do with them, how do they grow

Learn the value of delegating

Coo is meant to slow you down to not just going on a scavenger hunt



TYPES OF COO

change agent The partner

Mentor The heir apparent

The other half The MVP

The executor: comes into the organization to get stuff done.

[illegible]

I = INCOMPETENT

C= COMPETENT

E = EXCELLENT AT IT

U = UNIQUE CAPABILITY

Solution 2: WHY HIRE ONE?

- FREE UP TIME
- LEVERAGE UNIQUE ABILITY
- DIVIDE AND CONQUER
- GROW FASTER

What title do you give them → C suite they are delegating to you. Not delegating to them.



Hire your second command that you can complete trust.

Hire a "bronze" not a gold.

To get a good person you will have to poach them

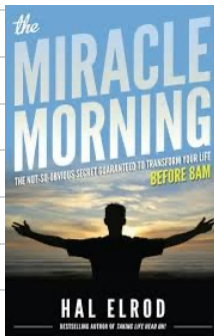
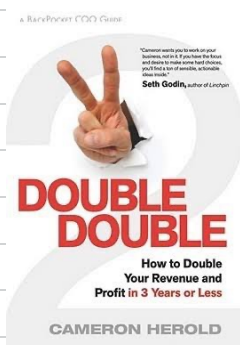
show them the value and create a culture they want to be there

Grow their skills

WHAT DOES YOUR LIFE LOOK LIKE
IF YOU ONLY FOCUS ON GENIUS.

GROW YOUR PEOPLE TOO

Give the skills to your people to lead people



Topic: People = Scale

LIZ CIPRANI

Problem solving question

Ask them a question to see how they solve the problem

Look for someone who is flexible → people who can wear multiple hats

Growth minded learning based people

The process to find out who they really are → key to know who they are

Don't get stuck in finding talent in real estate only

Generate leads for talent: run ads all the time build your bench

MATT MIALE

Shift from the sales business to the people business

You aren't in The hopes and dreams business

What is the problem that you are helping people solve?

Get out of the hopes and dreams business and into the business of building the database

Agent production academy: skills, habits, appetite 8 week program

Do you want to do this the way we do?

4 AGREEMENTS

You have to show up

Engage the world → talk to humans (5 a week)

Be an accountable person

Meet with people and deliver value proposition - 2 appointments a week

BRIAN GUBERNICK

GOVP

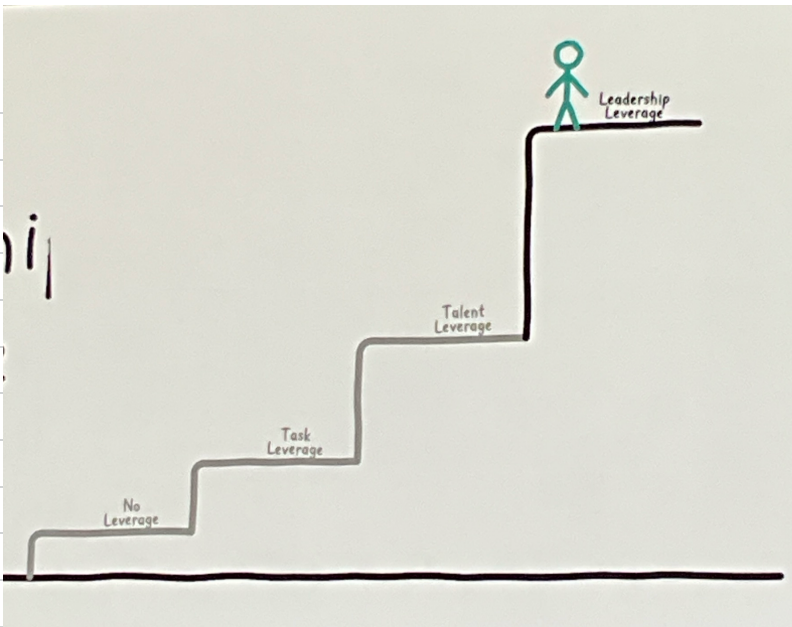
Get from point
A to B with joy

Goal: tell me about your goal
do not value dump

Obstacle: what is standing in your way

Value: what tools do I have to solve for the obstacle what value do I truly provide

Plan: What's the plan get there



LIZ LANDRY