



Rising Tide Startups Podcast Listener Feedback Summary

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"Serial Entrepreneur"

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Obstacle 1 – How can you continually evaluate your basic business process to ensure it is operating efficiently?

1. Each quarter do an 80/20 analysis of your business process. What are the big impact areas that can seem to suck time or seem inefficient? Then look at how to outsource or automate or reengineer those core processes to run better.
2. Create an opportunity for like-minded people to have a deep dive look inside your business. Have thick skin and allow them to really tear it apart. Outside, paid consultants usually suck. If you create an environment for your colleagues to get serious, problems are solved.

Obstacle 2 - How can you surround yourself with the best people on a startup budget?

1. Hire great people by selling a clear vision of your company and how they fit in it. Outsource elements that take big chunks of time but aren't your core business. Find mentors to help guide you through the tough decisions.
2. Culture! The deeper we dig, the more you find that people are starved for great work culture. That leads to the question: for what culture do they search? This is a tough one. Because the low-hanging fruit is to create a fun culture, which is unsustainable. Humans love to win. Create a culture that celebrates and nurtures winning.

“Trust Your Intuition and Go For It!”

“CARPE DIEM - Seize the Day!”

“Always live by the Ten Second Rule!”

- Glenn Hirschfield

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