

Rising Tide Startups Podcast Listener Feedback Summary



Nerea Carryon

"The happy World Company"
4/16/18 Season 1, Episode 16

"Listener Created Feedback!"

Obstacle 1 – How to stay patient while you are building a strong team?

1. There's a long story that precedes this advice, but a very wise person told me once, "early in your company, you are selling 'love'. Later you sell with metrics." As a result, your core team should be there because they love it. Those people are tough to find, but anyone who's there for any other reason will eventually leave you, and it will usually be an ugly exit.

2. Track progress weekly, monthly and quarterly then look back at your prior results and see how much things have grown and changed over that time. We often get so caught up in the day to day that we don't see the evolution around us.

Obstacle 2 - How to build good systems along with business growth?

1. Think of system improvement as iterative. Define at least 3 systems - ie: management, admin, marketing, HR, etc. Then, define a small step on Monday that you will improve by Friday. Again, small improvements are great. So, 3 areas and 50 weeks each year gives you a chance to make 150 system improvements each year. Over the course of 3 years, you will make 450 improvements. How can you fail?

2. The best way to build systems as you grow is to have a key team member or ops person focused on creating structure and systems so you can stay focused on leadership and sales. Then having regular progress check-ins monthly and quarterly to make sure the changes are doing their job.

"Never Give Up!"

"You are the Leader. Take Responsibility!"

- Nerea Carryon

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