

Our Guest this week:

“As a CEO of a company, you should never ask an employee to do something you're not willing to do yourself”



Preston Woolfolk
Co-CEO Documentation



MINDSET

- Curiosity, willingness to learn, and collaboration are key traits of a leader.
- The concept of "fail fast forward" involves learning quickly from failures and moving forward.
- Prioritize the development of management teams and consistently repeat training to reinforce values and culture.
- Aligning business values and instilling a strong work ethic are key components of a thriving company.

“Leaders are relentless learners, always absorbing information...”



ACTIONS

- Focus on hiring people with the right values and invest in training programs that reinforce those values.
- Utilize tools like DISC assessment to identify strengths and lanes for team members.
- Deliver your own culture and mindset training.
- Seek mentorship and learn from others in situations where the leader lacks experience.