



CHALLENGES TO MANAGE WHEN YOU'RE GROWING FAST

2 BOBS

CONVERSATIONS ON THE ART OF CREATIVE ENTREPRENEURSHIP WITH DAVID C. BAKER & BLAIR ENNS

Our field doesn't seem to be affected by 2020 uncertainty

WE'RE RIDING THIS ROCKET!



Optimism

Opportunity

5 CHALLENGES: 1. FUNDING



MANAGE GROWTH WELL! (HEADCOUNT)



WESTERN CULTURE WORSHIPS GROWTH

2. LOOSENED HIRING STANDARDS

BE THOROUGH OR A BAD HIRE WILL SLIP THROUGH YOUR PROCESS!

CASH IS A NATURAL SPEED GOVERNOR

TRUST YOUR INSTINCTS!

3. COMPRESSED ORIENTATION

THROWING NEW HIRES BEHIND ENEMY LINES BEFORE BOOT CAMP.



YOU MUST CONFRONT THIS QUESTION:

How will my role change? DO MANAGE

4. CULTURAL ASSIMILATION



NEEDS PERFECT PACING

YOUR ORGANIZATION CHANGES EVERY TIME YOU ADD A NEW HIRE.

ATTRACT REPEL

HIGH GROWTH:

Whatever you have trouble keeping up with... Or 30% year over year increase in team size.

MEASURE by PEOPLE!



5. FEEDING THE MACHINE WITH JUNK FOOD

DONT LOWER STANDARDS (STAFF AND CLIENTS) TO MEET GROWTH GOALS.



COMPROMISE