Grow Sales NOW! – With Rich Stillman

The article provides an engaging dialogue between digital marketing strategist, Rich Stillman, and business delegation expert, Daryl, about the crucial components of startup success: identifying the right customer, fostering business agility, and effective delegation.

Given that these elements often overlooked yet pivotal to startup operations, understanding them is of paramount importance.

By doing these exercises, readers would not only assimilate these core lessons from experts but also be able to apply them directly to their own startups, unlocking potential growth and success.

Quote to remember from the Interview

"Taking action is the secret sauce to results." - Daryl

What You'll Learn From the Activity

The proposed activities would aid readers in internalizing the necessity of identifying the right customers, developing agility, and improving delegation in the startup scene.
They'll be challenged to reflect on their current practices, devise strategies for improvement, and draw actionable plans to facilitate business health and progress.
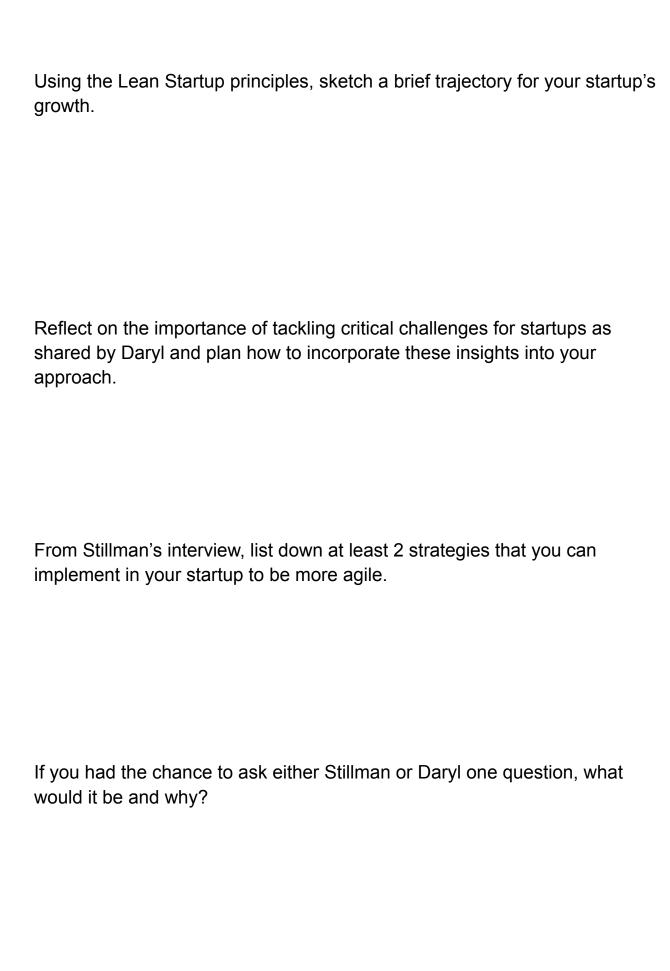
Activity
Reflect on your current customer base. Are they the right fit for your startup? Why or why not?

List down the demographic and psychographic characteristics of your ideal customer.

Write a paragraph detailing the problems your startup solve for your customers.

Discuss why solving a problem is more valuable than targeting a specific age group for your product/service.

Illustrate how understanding the cost of not solving a problem can be detrimental to your startup?

Brainstorm ideas for a 21-day sprint to straighten out any business issues your startup may be facing.

Reflect on the biggest challenges your small business faces. How do you think agility could help overcome them?

How could adopting a "getting out of the way" approach impact your startup?

List three tasks you could delegate to others in your team.

Reflect on a time when you delegated a task and it didn't go well. What lessons can be learned?

True or False: Delegating tasks means their execution is completely out of your control.

Daryl expresses that "The owner or CEO has got to clearly delegate and let the employees do their work". How might you adapt your own delegation style to reflect this idea?

What are three major takeaways from the interview that you could apply immediately in your startup?

Fill in the blank: Taking action in my startup means _____.

Considering your learnings from the article, draft a one-month action plan for your startup.

If you were to delegate tasks more efficiently, what changes you would make in your existing workflow?

Write a paragraph detailing why startup agility is impactful and necessary.

After completing this activity, how would you sum up your startup's current state in three words?

Give an example of a situation in your startup where the right customer identification could have changed the outcome.

Outline a plan for honing your delegation skills in the startup scene. Based on the advice from Daryl, develop a strategy to synchronize your team for effective outputs.

Using the Lean Startup principles, sketch a brief trajectory for your startup's growth.

Reflect on the importance of tackling critical challenges for startups as shared by Daryl and plan how to incorporate these insights into your approach.

From Stillman's interview, list down at least 2 strategies that you can implement in your startup to be more agile.

If you had the chance to ask either Stillman or Daryl one question, what would it be and why?

After having learned the impact of correct customer identification on startup success, how would you redefine your target audience?

Based on your learnings, design a prototype of a task delegation module for your startup.

Imagine you tried implementing the 21-day sprint in your startup, chronicle the difficulties you expect to encounter and how you would navigate them.

Apply the lessons from the interview to diagnose one issue in your startup's operation and suggest a remedial measure.

As you conclude this activity, pen down one commitment you make to your startup's future growth.