

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**Want to be rich or king?
The answer is more
important than you
realize.**

Episode 2 - Season 8

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New Talent Playbook

Rob Levin • S8E2

Rob Levin's episode is a practical leadership reset: if you want a business that grows, you cannot stay the bottleneck. His central lesson is that growth requires a conscious choice—to be 'rich' in the sense of building scale, delegation, and momentum, or to be 'king' in the sense of keeping control centralized. This playbook turns that choice into action by helping you define your model, audit where you're blocking progress, strengthen your culture and hiring, and commit to the team structure your next level of growth requires.

How to use this playbook:

Work through one section at a time and answer honestly.

Use the prompts to make a decision, not just to collect insights.

Choose at least one action you can complete within the next week.

1. Choose Your Operating Model: Rich or King?

Rob frames leadership as a choice between growth and control. The first step is being honest about which game you are actually playing.

Use this quick self-check to name your current default mode and the tradeoffs you are accepting.

Your Choice Audit

I want my business to grow beyond what I can personally manage. ☐ Yes ☐ No

I prefer to make most important decisions myself. ☐ Yes ☐ No

I am willing to give up some control to create more scale. ☐ Yes ☐ No

My team knows whether I want speed, control, or both. ☐ Yes ☐ No

In one sentence, what are you really choosing right now?

2. Remove Yourself as the Bottleneck

Levin is blunt: if everything runs through you, your growth will stall. The goal is not to disappear; it is to stop being the place where every decision waits.

Look for the work that only stays with you because it always has—not because it should.

Bottleneck Map

Decision or task	Why it lands on me now	Who could own it next
_____	_____	_____
_____	_____	_____
_____	_____	_____

What is one decision you will delegate in the next 7 days?

3. Build a Culture That Can Carry Growth

Rob makes culture a core growth lever, not a feel-good extra. A strong culture keeps high performers aligned and gives you the permission structure to move quickly.

If culture is weak, delegation gets messy. If culture is strong, the team can make good decisions without constant correction.

Culture Pulse Check

Rate each statement from 1 (low) to 5 (strong):

We have a clear standard for how people work together. 1 2 3 4 5

Team members hold each other accountable respectfully. 1 2 3 4 5

People who do not fit the culture are addressed quickly. 1 2 3 4 5

Our values are visible in daily behavior, not just words. 1 2 3 4 5

What one behavior would make your culture noticeably stronger this month?

4. Hire for the Who, Not Just the How

Levin repeatedly returns to the importance of finding the right people—the “who” that can own outcomes, not just perform tasks. Great hiring reduces dependency and expands leadership capacity.

Your next level of growth depends on whether your current team can think, decide, and execute without you.

Hiring Readiness Checklist

- We hire for values and cultural fit, not only experience. ☐ Yes ☐ No
- Every key role has a clear owner and success definition. ☐ Yes ☐ No
- We move quickly when a team member is dragging others down. ☐ Yes ☐ No
- I have a plan for the next leadership hire we need. ☐ Yes ☐ No

Which role or capability would most improve your team if it were filled well?

Final Thought

“If you do not decide, you're going to be very frustrated; you're going to frustrate your team.”

— Rob Levin

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