

**THE NEW  
TALENT  
PLAYBOOK**  
*Podcast*

**Action Kit**

**Consider this Your  
Wake Up Call (For  
Business Owners Only)**

Featuring Rob Levin

**Episode 7 - Season 6**

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)  
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Rob Levin's wake-up call is simple: the owners who will thrive are the ones who act now on AI, improve culture by design, and carve out real time to think strategically. This playbook turns that message into practical exercises so you can pressure-test your own business, spot the gaps that are slowing you down, and choose one concrete move to make this quarter.

## 1. Become the Owner Who Uses AI First

Rob's message: don't wait for AI to arrive in your business—get uncomfortable and learn it yourself.

**AI Readiness Check:** Rate each statement from 1 (low) to 5 (high).

Statement	Score (1-5)
I am personally experimenting with AI tools, not just reading about them.	
I can name at least three repetitive tasks AI could improve in my business.	
I am willing to learn by building, testing, and revising.	
My leadership team is encouraged to use AI as a practical tool.	
I have a plan to translate AI learning into company action.	

Lowest score: \_\_\_\_\_

One AI move I will make in the next 7 days:

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## 2. Build Culture by Design, Not by Default

Rob explains that culture decides who joins, who stays, and who rises to the challenge when the business changes.

**Culture Audit:** Check the statements that are true today.

- We reward the behaviors that actually reflect our values.
- We are intentional about who we hire, promote, and retain.
- Our team understands the standards for performance and behavior.
- We correct culture issues before they become bigger problems.
- Top performers would describe our culture positively.

What cultural behavior do you want more of?

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What cultural behavior do you need less of?

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One practice I will introduce or reinforce this month:

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### 3. Create Clarity So People Know How to Win

The companies that struggle often have unclear expectations. Rob's answer: make success visible, specific, and documented.

**Clarity Test:** Think of one recent assignment or project.

- I clearly defined what success looks like.
- The deadline and milestones were specific.
- I confirmed understanding beyond "Does that make sense?".
- I followed up with written documentation.
- The person had metrics to track progress.
- We reviewed progress at regular intervals.

Where did confusion show up?

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How will you create more clarity next time?

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If you use a framework such as EOS or OKRs, where is it strongest—and where is it weakest?

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#### 4. Protect Strategy Time and Lead the Business, Not Just the Work

Rob's third move is personal discipline: create space to think about your customers, vendors, market shifts, and next moves.

**Strategy Time Scorecard:** Rate each item from 1 (rarely) to 5 (consistently).

Statement	Score (1-5)
I have protected time each week to think strategically.	
I regularly review changes in customer behavior.	
I track shifts in my industry and key vendor landscape.	
I am willing to kill, change, or create offerings when needed.	
I use that time to make decisions, not just catch up on tasks.	

What is your biggest strategic distraction right now?

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What recurring block of time will you protect for strategy?

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***“It all comes down to culture.”***

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