

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**Why Great People Are
Passing on Your
Company**

Featuring Shawn Busse

Episode 8 - Season 6

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Shawn Busse emphasizes that growth comes from getting honest about the business you actually have, not the one you wish you had. The episode centers on practical leadership: clarify where value is created, identify what is fragile, align your team around the right priorities, and build repeatable habits that turn insight into action. Use this playbook to translate the conversation into decisions you can make this week, with prompts that challenge your strategy, your systems, and your leadership.

1. Clarify the business you really run

Shawn's lens suggests that a strong strategy starts with a brutally clear picture of reality. Before you change anything, name what is actually happening in your business, where value comes from, and where you are guessing.

Answer the following:

1. What are the 3 ways your business most reliably creates value?

1. _____

2. _____

3. _____

2. Where are you making decisions based on hope instead of evidence?

3. What is one assumption you need to validate in the next 7 days?

2. Find the fragile points before they find you

Every business has pressure points. This exercise helps you surface the dependencies, bottlenecks, and single points of failure that deserve attention before they become expensive problems.

Rate each area from 1 (fragile) to 5 (strong):

Area	Rating
Revenue concentration	
Team capacity	
Process consistency	
Client experience	

What is your weakest score, and what would improve it by one point?

3. Lead with alignment, not assumptions

A common growth trap is expecting people to execute a vision they were never fully brought into. Use this section to check whether your team knows the priorities, the standard, and the why behind the work.

Complete the statements below:

- Our top priority for the next 90 days is _____

- The behavior we need most from the team is _____

- The decision we need to make faster is _____

- Who on your team needs a clearer conversation with you this week?

4. Simplify the systems that slow you down

Growth often exposes complexity that used to be hidden. This exercise helps you identify one workflow, handoff, or internal habit that should be simplified so the business can move with less friction.

- List one process you would simplify if you had to reduce waste by 20%:

- What gets repeated, delayed, or reworked too often?

- What is one rule, template, or routine that could remove confusion?

Next step: define a small experiment you can test this week.

5. Turn insight into a 7-day leadership sprint

Insight only matters when it changes behavior. Commit to one concrete sprint that translates this episode into action and creates momentum you can measure.

Choose one focus area from the episode:

- clarity fragility alignment simplification execution

What will you do differently in the next 7 days?	
What evidence will tell you it worked?	
Who should hold you accountable?	

*“Hire people who believe in your mission, and they’ll create
customers who believe in your brand.”*

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