THE *NEW* TALENT PLAYBOOK
Podcast

Action Kit

AI. Buyers. Employees. Everything changed. Do This Now.

Featuring Rob Levin

Episode 3 - Season 7

By Rob Levin, Creator of Thenewtalentplaybookpodcast.com

This episode is a wake-up call: the pace of change is no longer a background condition, it is the strategy. Rob Levin argues that buyers, employees, regulations, and technology are all shifting at once, which means leaders cannot rely on yesterday's operating model. The opportunity is to harness change instead of getting harnessed by it—by thinking quarterly, protecting the CEO's unique ability, and building the right mix of capabilities through hiring, consulting, and upskilling. Use this playbook to turn that mindset into action.

1. Harness Change Before Change Harnesses You

The episode's first message is simple: change is moving too fast to ignore. If you wait for a perfect moment, you will already be behind.

Identify the shifts most likely to hit your business first:

Circle the three forces creating the most pressure right now:

☐ Buyer behavior ☐ Talent expectations ☐ Regulation ☐ Tariffs ☐ AI / technology ☐ Competition

For each one, write the first sign you will watch for:

1. ____

2. ____

3. ____

What would happen if you waited six more months to respond?

____

____

____

2. Protect Your Unique Ability

Rob reminds listeners that the CEO is part of the talent equation. Your job is not to do everything; it is to spend more time on the work only you can do, the work that creates compounding returns.

Rate each statement from 1 to 5:
1 = rarely true   5 = consistently true

Statement	Score
I spend most of my week on high-payoff work.	
I am the clearest owner of strategy in my company.	
I protect time for thinking, not just reacting.	
I delegate or eliminate work that others can do.	

My lowest score is: ____________________
One task I should remove, delegate, or redesign is:
____

3. Review Strategy on a Quarterly Rhythm

The podcast is clear that annual planning is too slow for the current pace of change. Strategy needs a cadence—ideally quarterly—so the company can adjust before margins compress.

Fill in the blanks for your next strategy review:

Date of next review: ____________________
Top market shift to discuss: ____
What is changing in our buyers? ____
What is changing in our talent? ____
What is changing in our cost structure or regulation? ___________________________
____

Decision we must make in the next 90 days:
____
____
____

4. Match Capability to the Moment

Once you know what is changing, the next question is practical: do you already have the skills you need, or do you need to source them differently?

Rob's framework is to think in three buckets: consultant, full-time hire, or upskill a current team member.

For each capability, choose the best next move:

Capability Needed	Consultant	Hire	Upskill
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐

Which option will create value fastest? Why?

____

____

5. Choose One Capability to Build This Quarter

The episode closes with a practical challenge: decide what capability matters most, then act quickly. The best leaders do not just notice the change—they build the response.

Pick one move you can make this quarter and commit to it:

☐ Bring in a consultant or fractional expert
☐ Make a targeted full-time hire
☐ Upskill an existing team member
☐ Reassign work so a stronger owner can lead it

The single most important capability I will strengthen is:

____

____

My first step in the next 7 days is:

____

____

"You then need time to think about all of these changes, decide what capabilities do we now need in the company, and then where are those capabilities gonna come from?"

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