

THE NEW TALENT PLAYBOOK

Podcast

Action Kit

Owners are doing \$25-an-hour work, and it's costing them millions

Featuring Rob Levin

Episode 1 - Season 7

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)
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Rob Levin argues that markets are moving faster, customers are splitting into different lanes, and business owners can no longer rely on annual planning alone. His message is practical and direct, protect your time for strategy, lean into your unique ability, tighten culture and clarity, and stop spending your best energy on work that does not compound.

This action kit turns those ideas into a simple, repeatable set of prompts you can use inside your business right away.

1. Read the Market Like a Leader

Rob opens by describing a multi-lane economy: some customers are thriving, some are under pressure, and others are changing behavior fast. The first job of leadership is to notice the shift early enough to respond.

Market reality check

1. Which customer segments are growing right now?

2. Which segments are slowing down or at risk?

3. What new opportunity appeared in the last 12 months?

4. What must you be willing to stop doing?

2. Protect Your Unique Ability

Rob points to Dan Sullivan's idea of unique ability: the work you do best, enjoy most, and that creates the most value. He warns that most owners spend far too little time there, and that the business feels that gap.

Time and energy scorecard

- Where did your time go last week?

- What percentage was spent in strategy or high-value leadership?

- What work should be delegated, deleted, or delayed?

- If you protected 5 more hours a week, where would they go?

3. Turn Strategy Into a Non-Negotiable

Strategy is not a once-a-year event. Rob makes the case that urgent client issues, surprises, and firefighting will always compete for attention, so strategic thinking has to be protected in the calendar on purpose.

Strategy block builder

- My recurring strategy block will be:

- The day and time I will protect it:

- The distraction I must say no to:

- The outcome this block should produce in 90 days:

4. Build Clarity Before the Work Starts

Rob says too much time is wasted when leaders are unclear about what good looks like. Clear expectations reduce back-and-forth, cut down on “mutual mystification,” and help teams move faster with less friction.

Clarity reset

- One responsibility that is currently too vague:

- What does success look like?

- How will you measure it?

- What should be true when the work is done?

5. Make Culture Part of the Strategy

Rob reminds listeners that culture is not separate from strategy. If you want your team focused on the right things, you have to set the tone, reinforce the values, and make culture part of how the business operates every day.

Culture in action

Rate each statement from 1 (strongly disagree) to 5 (strongly agree):

Prompt	Rating
Our team clearly understands the behaviors that are rewarded here	
Leaders consistently model the culture we say we want.	
We address misalignment quickly instead of letting it linger.	
Our meetings, decisions, and priorities reflect our values.	
Culture is actively discussed, not just assumed.	

“You putting your time and effort into strategy ... that time is gonna compound for years, and there’s nobody else in your company doing this.” — Rob Levin

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