

Great
Talent
Great
Business

EP3

Season 2

Cheat Sheet

You Can't Buy Culture: Lessons from 40+ Acquisitions

Featuring Eddie Solomon

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)
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You just heard Eddie Solomon share 30 years of wisdom on building a people-first, acquisition-savvy, growth-ready business. From talent and culture to remote leadership and internal development, he covered what it really takes to grow and scale.

This workbook helps you apply those takeaways directly to your business. No long meetings, no big planning sessions — just space to think, evaluate, and act.

Section 1: Are You Prioritizing Talent?

Eddie says talent is their only true asset. Sometimes, they acquire companies just for the people.

Reflect:

- How critical is talent in your business model vs. tech, capital, or IP?
- Are your hiring and development investments proportional to that importance?

Mini-Audit:

| Business Asset | Strategic Priority (1-5) | Investment Match (Yes/No) |
|-----------------|--------------------------|---------------------------|
| Talent | | |
| Technology | | |
| Capital | | |
| Process/Systems | | |

Next step:

- What's one way you can elevate your focus on talent this quarter?

Section 2: Revisit (or Define) Your Company Values

Eddie admitted they once overlooked values. Now, they're the foundation.

Brainstorm:

- What 3–5 values reflect both your past and future vision?
- Are these values clear, alive, and embedded in how you hire, lead, and reward?

| Core Value | What it Means in Action | Is It Lived? (Yes/No) |
|------------|-------------------------|--------------------------|
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Next step:

Pick one value and plan a way to reinforce it this month.

Section 3: Entrepreneurial Spirit vs. Structure

"A bureaucracy is better than bankruptcy" — but too much structure can kill innovation.

Use this slider to locate your current state:

Wild West -----Bureaucracy

Identify one system or process that needs:

- More structure
- More flexibility

Next step:

What's one improvement that could help restore balance?

Section 4: Remote Teams Need *Deliberate* Connection

Eddie's team of 450 remote workers builds culture on purpose.

Reflect:

- Do your remote/hybrid teams feel seen and connected?
- Are there moments of human interaction beyond the to-do list?

Ideas to test:

- Weekly "What Makes Me Happy" posts
- Monthly non-work check-ins
- Peer-led culture circles
- Buddy programs or new hire mixers

Next step:

Pick one small idea to test in the next 30 days.

"It's much more important for us to bring on the talent than the clients."

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