

Great  
Talent  
Great  
Business

**EP6**

*Season 2*

# **Cheat Sheet**

## **Build for a Big Exit – Even If You’re Not Selling**

Featuring Lewis Schiff

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)  
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Just heard the episode with Lewis Schiff? Great—now it's time to take what resonated and apply it to your business. This workbook walks you through the key takeaways with exercises to help you reflect, plan, and lead with clarity.

## Exercise 1: Define Your “Outcome Horizon”

What's the long game?

### Prompt:

Where do you want your business to be in 3–10 years?

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☒ Choose your primary goal:

- ☐ Sell the business
- ☐ Grow to \$\_\_\_ revenue/profit
- ☐ Transition leadership
- ☐ Build a “small giant” (profitable + boutique)
- ☐ Other: \_\_\_\_\_

### Feeling Check (1–5 scale):

Does this vision genuinely excite and align with you?

1 2 3 4 5

## Exercise 2: Design Your Future Leadership Team

Build for the outcome you want.

### Checklist:

- Define 3–5 key leadership roles you'll need.
- Specify the talent tier (A/B/C) and experience required.

### Example Table:

Role	Talent Tier	Experience Needed
COO	A	Scaled ops in 8-figure business
Head of Sales	B+	SaaS or recurring revenue expertise
CFO	A	PE-backed or exit-prep experience

Role	Talent Tier	Experience Needed

## Exercise 3: Talent Gap Snapshot

Compare today's team to your future needs.

### Talent Audit Grid:

Current Role	Person Name	Right Fit? (✓/✗/◆)	Notes
Head of Ops	Jamie	◆ (needs upskilling)	Potential but needs support
Marketing Lead	Chris	✗	Not aligned with growth goals

Current Role	Person Name	Right Fit? (✓/✗/◆)	Notes

**Biggest talent gap:**

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## Exercise 4: Make Your Company “You-Proof”

Can it run without you?

Top Systems to Document:

1.

2.

3.

4.

5.

*Tip:* Think SOPs, decision frameworks, financial dashboards, hiring processes, etc.

***“Make every decision as if you're going to run your company forever.”***

**For more information and resources, scan the following QR codes:**

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