

Great
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Business

EP7

Season 2

Cheat Sheet

**Want \$200M Results?
Start with a 5-Year Plan**

Featuring Dan Donnelly

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)

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Then you know it's all about the people, the planning, and pushing through discomfort. With over 40 years of business wisdom—including a successful exit—Dan dropped major insights you can apply right now.

This workbook helps you reflect, strategize, and take bold steps forward based on what you heard. Let's get into it.

Quick-Action Exercises

1. Redefining Ownership: Sweat Equity Style

"I gave peers real ownership—without asking for capital."

Try This:

Think of one high-potential team member. How could you:

- ☐ Give them true responsibility for results
- ☐ Link success to KPIs, not just hours worked
- ☐ Create a stake in outcomes (formal or not)

Example:

Person: _____

Ownership idea: _____

Key KPI: _____

2. Sell Pain Management

"We ran toward the pain—others ran away."

Prompt:

What painful problem do you already solve—or could own—in your industry?

Problem clients dread:

How we solve it (or could):

Step to build process or product around this:

3. Sketch Your 5-Year Business + Life Plan

“Business and personal goals must mesh.”

Business Goals (5 yrs)	Personal Goals (5 yrs)

 Do they align?

☐ Yes

☐ No — What needs adjusting?

4. Get Comfortable with Discomfort

“If it feels uncomfortable, you’re probably growing.”

Reality Check:


What are you avoiding right now?

☐ A hard decision

☐ A tricky conversation

☐ A risky move

☐ A personal boundary

 Write it down:

"We didn't fix blame. We fixed problems."

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