

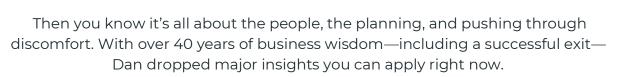


# **Cheat Sheet**

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

Featuring Dan Donnelly

By Rob Levin, Creator of Greattalentpodcast.com © 2025 WorkBetterNow. All rights reserved.



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



### **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:

 $\Box$  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?

 $\Box$  A hard decision

- $\Box$  A tricky conversation
- $\Box$  A risky move
- $\Box$  A personal boundary



🛆 Write it down:

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

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