

Great
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Business

EP9

Season 2

Cheat Sheet

The Biggest Leak in Your P&L Might Be Your Culture

Featuring Shawn Busse

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

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In this episode, Shawn dives into what it really takes to grow a business in today's fast-changing world. Spoiler: "getting back to normal" isn't the plan.

This workbook is your space to apply the episode's most powerful ideas around aligned culture, brand, and exponential growth—so you can lead your business with purpose and clarity from the inside out.

Let's go!

1. Align Your Internal + External Brand

Prompt: What are you promising to your customers vs. your team?

Your External Brand	Your Internal Brand
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Quick Check:

Are these aligned? Circle any mismatches.

→ What's one change you could make this week to reduce that friction?

2. Pressure-Test Your Values

Task: Pick 3 core values your company claims.



Now ask:

- Have we made a hard decision to uphold this value? (💎 even when it cost us?)
- Would anyone disagree with this value? (If not, it might be a cliché.)

Value	Have we proven it?	Would anyone say "nope"?	Notes
	✓ / ✗	✓ / ✗	
	✓ / ✗	✓ / ✗	
	✓ / ✗	✓ / ✗	

3. Reveal Hidden Turnover Costs

Look back over the last 1–2 years.

-  How many team members left? → _____
-  Time spent replacing them:
- Recruiting → _____ hrs
- Onboarding → _____ hrs
- Training ramp → _____ weeks
- Lost revenue or client trust? → Est. \$_____
- Hidden Cost of Turnover (Your Leaky Bucket): \$_____

4. Define Your Company's "Transformative Mission"

Prompt:

- What change do you create for customers?
- What change do you create for your team?

Write a unifying statement that captures both:

"We exist to help our clients _____,

while empowering our team to _____."

"The bottom line is the people—the culture, the people strategy—is gonna have an outsized influence on the success of your business."

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