

Great
Talent
Great
Business

EP5

Season 3

Cheat Sheet

From Winging It to Building a Winning Foundation

Featuring Matthew Tritt

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

© 2025 WorkBetterNow. All rights reserved.

Just listened to Matthew Tritt share how he rebuilt his company with intention, purpose, and heart? This playbook will help you apply his boutique business lessons to your own: with tools to build a values-driven culture, lead with care, and scale without burnout.

1. Audit Your Intentionality

Matt's turning point came when he stopped winging it and started being deliberate. Let's check where you stand.

☒ Circle the areas where you lead with intention:

- Hiring
- Delegation
- Team communication
- Culture
- Client relationships
- Company vision

Now pick *one* area where you're still "winging it."

What's one small system or ritual you can implement this month to bring clarity and structure?

2. Plan Real-Life Team Time

Matt built his new company on values like connection, integrity, and dependability.

Define: What are your top 3–4 values?

Core Value	What It Looks Like in Action	Are We Living It? (Y/N)

3. Align Your Team (From Day One)

Don't let values live in your head. Bake them into hiring, onboarding, and performance.

What this could include:

- Values-based interview questions
- Culture fit questionnaire
- Quarterly feedback tied to core values

Write one of each you could implement on your company:

Value-based interview question:

Culture fit question:

4. Lead with Heart, Not Just Hustle


Matt learned the hard way that caring for people beats chasing metrics alone. Let's explore how to lead with empathy and curiosity.

Quick reflection: Rate how well you currently do each of the following (1 = rarely, 5 = consistently)

Action	Score (1-5)
Actively listen without interrupting	
Follow up with personal check-ins	
Ask your team what they need to thrive	
Recognize small wins publicly	

5. What Would a Caring Version of You Do Next?

Matt's not just running a company. He's building a human-centered business. So let's flip the lens:

 Imagine it's 12 months from now.

- What are your people saying about how it *feels* to work with you?
- What are clients saying about the experience?

Write 2–3 sentences of the future “review” you hope to earn.

"Without connection, we just can't be successful."

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



www.workbetternow.com/roblevin

Book Rob to Speak

Elevate your next event with an accomplished entrepreneur, author, and speaker. Rob Levin not only understands the challenges of business leaders – he delivers sharp, solution-driven insights that drive action and results.



workbetternow.com

Ready to build your dream team with WorkBetterNow's outstanding nearshore talent?

Get started by scheduling a consultation. Claim \$450.00 in total savings (\$150.00 USD monthly for the first three months) when you mention the "Great Talent Podcast"

**Great
Talent
Great
Business**