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EP6

Season 3

Cheat Sheet

The #1 Mistake CEOs Make When Trying to Scale

Featuring Kurt Wilkin

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

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Kurt Wilkin isn't here to sugarcoat it. If you want to scale, you need to hire better, think bigger, and be honest about what's (really) holding your company back. This playbook helps you apply the episode's most powerful insights to your business with sharp questions, leadership check-ins, and bold next steps.

1. Break the Plateau

Think you might be hitting a ceiling? Kurt calls it a common sign your team or structure hasn't evolved with your business.

 Spot the Symptoms:

Check any that feel familiar:

- ☐ Growth has stalled or slowed
- ☐ Same issues keep reappearing
- ☐ Legacy team members feel "stretched"
- ☐ You're working harder, but not smarter

If you checked two or more, **identify one leadership gap or weak spot in your team that's slowing progress:**

2. Who Got You Here Might Not Get You There

"Yesterday's hero can become today's bottleneck."

Try this: The "Mike" Exercise

List 2–3 long-time employees who were critical early on.

Name	Current Role	Is this still their best seat? (Y/N/Not sure)
1.		
2.		
3.		

Which one deserves a candid conversation this quarter?

3. Upgrade Your Key Seats

"One badass hire can shift the whole trajectory."

Run a quick audit:

Key Function	Who Owns It Now	Do they have next-level experience? (Y/N)
Sales		
Operations		
Finance		
People & Culture		

Where could one strategic hire make the biggest impact?

4. Hire Like a Strategist, Not a Firefighter

Stop reactive hiring. Start with the vision.

Planning Prompt:

- What are you building in the next 12–18 months?

- What new capabilities will that require?

List one upcoming role you should plan **before** the need feels urgent:

“The people who got you here might not get you there—and that’s okay.”

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