

Great
Talent
Great
Business

EP7

Season 3

Cheat Sheet

**Want a High-Performing
Team? Measure What
Matters**

Featuring Eddie Geller

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

© 2025 WorkBetterNow. All rights reserved.

If you think team culture is a fuzzy topic that can't be measured—this episode will challenge you to think again. Eddie Geller, founder and CEO of SKOR, breaks down how data-driven insights (and honest leadership) can help you build teams that trust, adapt, and perform at the highest level.

1. Is Your Culture Real or Just Written?

Too many leaders post values on the wall and call it a day. Eddie challenges you to go deeper.

Reality Check:

- Do your team members use your values when making decisions?

☐Yes

☐No

- Can they describe what each value looks like in practice?

☐Yes

☐No

- Do you reinforce values in meetings, feedback, recognition, and hiring?

☐Yes

☐No

If not—pick one value and answer: “How can I make this more visible this month?”

2. Map Your Teams Like a Coach Would

Sports teams don't just play, they measure. So why don't we?

Eddie uses the 3Cs to diagnose team dynamics:

- Cohesion: How connected and aligned the team feels
- Clarity: Do people know what's expected of them and why?
- Courage: Are people speaking up, challenging ideas, and navigating conflict?

Team/Function	Cohesion (1-10)	Clarity (1-10)	Courage (1-10)

Which score is lowest? That's your biggest opportunity.

3. Culture + AI = Curiosity, Not Control

AI thrives in cultures that value curiosity over control.

Quick Self-Check: Are we...

- Open to experimenting with new tools?
- Safe to fail, learn, and try again?

Choose one area to explore AI:

- Sales
- Customer Support
- Admin/Ops
- Marketing

Reflect on these three statements.

Statement	True / False
We encourage experimentation, even when it fails.	
Our team adapts quickly to change.	
People feel safe to ask, "What if we tried..."	

4. Make Space for Healthy Conflict

Healthy disagreement = innovation, but only if people feel safe to challenge ideas.

Try this in your next meeting:

Say: "What's one idea we should challenge or stress-test before we move forward?"

Make it safe by showing gratitude when people speak up.

If you can't remember the last time someone pushed back—that's your red flag.

"If you don't have a growth mindset, you'll just treat AI like another tool—and get left behind."

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**