

Great
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Business

EP9

Season 3

Cheat Sheet

Simple Shifts to Build a Stronger Team and Higher Profits

Featuring Drew Pizzo

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

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After more than 30 years building one of fashion's leading accessories brands, Drew Pizzo knows one truth better than most: the strongest cultures are built one hire, one habit, and one honest conversation at a time. In this episode, he breaks down what it really takes to build a competitive, collaborative, people-first company.

This playbook helps you do the same.

1. Start With Unique Ability


Drew doesn't just look for talent—he looks for exceptional fit.

Fill in the blanks:

- The person on my team who is most in their unique ability is:

- They create the most value when they:

- What would happen if they could do more of that every week?

 Now identify one team member who might be in the wrong seat and write: "They'd be better positioned if they focused more on _____ and less on _____."

2. Rate Your Talent Standards

Drew makes a bold claim: in every key role, your team should be as good as or better than your top competitors.

Role	Are we competitive with top industry talent? (Y/N/Not Sure)
Sales	
Finance	
Marketing	
Operations	

Where do you need to raise the bar?

3. Culture Isn't a Vibe, It's a Standard

Drew believes great culture starts with respect, clarity, and accountability.

Mini self-audit: Which behaviors are consistently modeled across your team?

Check all that apply:

- ☐ Show up on time / meet deadlines
- ☐ Do what you say
- ☐ Finish what you start
- ☐ Treat everyone with respect

Any missing? That's your next leadership opportunity.

4. Rethink How You Measure Performance

Drew switched from revenue-only thinking to gross profit as a unifying company goal.

What are you measuring that might incentivize the wrong behaviors?

Fill in:

- We track _____.
- But a better measure of real value might be _____.

Now ask: how could we roll this out team-wide?

5. Progress Over Perfection

One of Drew's go-to rules: **"Don't let perfect get in the way of possible."**

Try this: Pick one project or decision you're overthinking.

Complete this sentence: *We're at 80%. That's enough to*

_____. *Let's move.*

"The only asset we really have is our people and their time."

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