

Great
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EP2

Season 3

Cheat Sheet

**Build Culture Like You
Build Profit: On Purpose**

Featuring Daniel Todd

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)
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You just heard from Daniel Todd, CEO of Influence Mobile, on how to build trust, connection, and performance in a remote team. Now it's your turn to put those insights to work.

This quick workbook helps you turn great ideas into real actions—fast.

1. Build on Existing Trust

Daniel built his team with people he already trusted.

Think about your current or future team. Who are your trust anchors?

- List 2–3 people you already have strong relationships with.
- How can these people help set the tone for new hires?
- Consider involving them in onboarding or early culture building.

2. Plan Real-Life Team Time

Daniel invests in in-person time—even in a remote setup.

Brainstorm 2–3 ways to bring your team together in person:

- Annual retreat idea: _____
- Leadership meetup location: _____
- Fun activity (non-work): _____

These moments aren't just bonding—they build trust and alignment.

3. Define & Hire for Culture

Daniel hires people who value human connection as much as output.

Your turn:

List 2–3 cultural values tied to relationships:

1. _____
2. _____

How can you communicate these values during the hiring process?

4. Spot the “Desire to Connect”

It's not about extroversion—it's about genuine interest in others.

Add one question to your interview process:

- “Tell me about a time you built a strong connection with a remote teammate.”
- Or, “What do you enjoy most about collaborating virtually?”

Look for depth, not just polish.

5. Set Clear 90-Day Metrics

Clarity upfront = fewer issues later.

Pick one role on your team and list 3–5 clear success metrics. Example:

Role	90-day Metrics
<i>Customer Rep</i>	<ul style="list-style-type: none"> - Avg. response time under 5 minutes - CSAT score above 90% - Logs 20 support tickets per week

- “Tell me about a time you built a strong connection with a remote teammate.”
- Or, “What do you enjoy most about collaborating virtually?”

Look for depth, not just polish.

6. Embrace AI—Smartly

Daniel believes AI-savvy people will outperform those who aren't.

Try this:

- Identify one repetitive task you do weekly.
- Explore one AI tool to streamline or enhance that task.
- Example: Use ChatGPT to draft follow-up emails or summarize calls.

Small experiments can lead to big gains.

***"We don't think AI will replace people.
We think people who are great at using AI will replace people who are not."***

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