

**THE NEW
TALENT
PLAYBOOK**
Podcast

Workbook

**From Scrappy to
Scalable: Designing
a Team Built for
Growth**

Featuring Andrew Schenkel

Episode 10 - Season 4

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)

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You just listened to **Andrew Schenkel**, founder of Double Play Marketing and Sales, detail how he evolved his agency from a scrappy startup to a mature, process-driven company.

Andrew explains how a strategic combination of systems like EOS, personality tools like DISC, and a smart blend of US-based and offshore talent allowed him to scale profitably. His journey shows that growth isn't about just getting bigger; it's about getting smarter. This playbook will help you apply his key principles to evolve your own team and operations.

1. Evolve from "Who You Can Afford" to "Who You Need"

Andrew's hiring philosophy shifted from "who could we afford?" to defining the right seats first and then finding the right people for them. This transition is critical for moving past the startup phase.

Role Clarity Audit:

Think about your team right now. Are people in clearly defined roles, or are they still "doing a little bit of everything"?

- **When you started:** What was the main criterion for hiring? (e.g., affordability, availability, versatility)

- **Where you are now:** Do you have clearly defined roles with 5-7 key deliverables for each, like Andrew does with EOS? **Highlight Yes / No**
- Identify One "Catch-All" Role: Name one person on your team who is wearing too many hats. List the different functions they are covering.

Person: _____

Functions: _____

This is your first opportunity to specialize and create a more defined "seat" for future growth.

2. Manage Personalities, Not Just Performance

Andrew uses two systems: EOS for data and scorecards, and DISC for understanding people. He knows that managing creative and analytical people requires communicating with them where they are.

Your Team's Communication Style:

Think about how you communicate with your team, especially during feedback sessions or when delegating.

- **Your Go-To Style:** Do you default to being direct and data-driven (like a High D/C), or are you more relational and expressive (like a High I/S)?

- **Adapt Your Approach:** Think of one team member with a different personality style than yours. How could you adjust your communication to be more effective with them? (e.g., "For my analytical team member, I will provide more data upfront." or "For my relational team member, I will start the meeting by asking about their weekend.")

Andrew's team even uses DISC to better understand clients. This isn't about giving them an assessment; it's about listening to their cues (direct, analytical, expressive) and adapting.

3. Fully Integrate, Don't Just Delegate

Andrew emphasizes that his offshore team members are not outsiders; they are part of the "Double Play family." They are in every meeting, from client calls to strategic EOS sessions, and are treated as full-time employees.

Your Integration Scorecard:

How deeply are your remote or offshore team members woven into your company's fabric? Rate yourself from 1 (Not at All) to 5 (Completely Integrated).

Integration Practice	Score (1-5)
Remote/offshore team members are included in all relevant team meetings.	
They are client-facing and trusted to represent our brand.	
They have access to and are trained on our core operating systems (like EOS).	
They are included in professional development and continuing education opportunities.	
Leadership treats them as core team members, not just assistants or contractors.	

What is one area you can improve this month to make your entire team feel like one cohesive unit?

4. Use AI as a Co-Pilot, Not an Autopilot

Andrew sees AI as a powerful tool for efficiency and research, but he's adamant that it requires a human touch. He uses the "10-80-10" rule (10% human input, 80% AI work, 10% human refinement) but believes the human part is even larger.

AI Adoption Reality Check:

How is your team really using AI today?

- **Efficiency:** Identify one process in your business that is manual and repetitive. Could an AI integration (like connecting your CRM to your project manager) automate it?
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- **Content:** Look at your latest blog post or social media content. Does it sound human, or can you spot the "robot" language (generic phrases, overuse of certain punctuation)? Be honest.
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- **The Evolving Role:** Andrew predicts the "copywriter" role will evolve into a "copywriting prompt engineer." What is one role on your team that will need to evolve its skills to leverage AI effectively, rather than be replaced by it?
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"The way AI is today, you can't use it by itself. You still need a human touch. And I don't think that's going anywhere."

– Andrew Schenkel

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