

**THE NEW  
TALENT  
PLAYBOOK**  
*Podcast*

**Workbook**

**From Navy SEAL  
to CEO: Lessons  
on Leadership &  
Trusting Your  
Team to Win**

Featuring Alex Kunz

**Episode 4 - Season 4**

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)  
© 2025 WorkBetterNow. All rights reserved.

From SEAL Team missions to scaling multimillion-dollar companies, Alex Kunz has learned one thing above all: **your business must run without you.**

In this workbook, you'll build the kind of adaptable, accountable, and culture-driven team that makes that possible.

## 1. Lead Like You're Not There

If your company can't run without you, it's not scalable.

### *Try this:*

- List three tasks only you currently own.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- Circle one you could delegate this quarter.
- Write down who could own it and what support they'd need.

\_\_\_\_\_

Aim for progress, not perfection — your goal is independence, not invisibility.

## 2. Hire for Culture First

“Culture is king.” Alex’s team hires for values before skills.

Build your own filter:

Write 3 statements that define your non-negotiable values (e.g., “Own your results,” “Communicate directly,” “Be solution-driven”).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Then ask in your next interview:

“Tell me about a time you lived one of these values at work.”

If they can’t answer authentically, move on.

## 3. Train Adaptability

Adaptability drove OP2 Labs through pandemics and recessions.

**Team Assessment (1–10):**

| Question                                   | Score (1 = never, 10 = always) |
|--------------------------------------------|--------------------------------|
| We pivot quickly when circumstances change |                                |
| We test new ideas without overanalyzing    |                                |
| We reward innovation and learning          |                                |

Pick the lowest score and design a 30-day experiment to raise it by 2 points.

## 4. Measure Inclusion Like You Mean It

Belonging doesn't happen by accident—it's built by design.

Rate your company (1–10):

| Question                                                            | Score (1 - 10) |
|---------------------------------------------------------------------|----------------|
| Everyone understands how their role impacts the company mission     |                |
| Meetings and wins include all team members equally                  |                |
| We create moments of connection beyond work                         |                |
| Feedback is welcome across all levels and locations                 |                |
| Team members have autonomy to make decisions and learn from failure |                |

Total your score.

- 40-50 → Excellent! You've built a strong culture of belonging
- 30-39 → Solid foundation, keep building on it
- 20-29 → Gaps exist—time to focus on consistency
- Below 20 → Significant work needed to create true belonging

## 5. Make AI Everyone's Responsibility

Alex built AI curiosity into culture—not just operations.

Try an **“AI Show & Share”** this month:

- Each team member tests one tool and presents a 2-minute demo on how it saved time or solved a problem.
- Add a standing meeting slot called **“5 Minutes of Future.”**
- Use it to share new ideas and keep innovation alive.

***“Run your business like you're not there — and your team will prove you built something that lasts.”***

# FOR MORE INFORMATION AND RESOURCES

Scan the following QR codes:



## Keep the momentum going

You've heard the conversations on The New Talent Playbook podcast — now dive deeper with Rob's book.

Visit [thenewtalentplaybook.com](https://thenewtalentplaybook.com) to explore the full playbook and access free resources to help you apply its strategies in your business.



## 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 "New Talent Playbook Podcast."