



Element Three Revenue | October 2011 HubSpot VAR









THESE THINGS WORKED

ONLY SPEND TIME WITH PEOPLE WHO CAN HELP OR SPEND MONEY WITH

BE VULNERAB LE AND ASK QUESTION

LEARN HOW TO SELL. THIS OPTIONAL.

GET EXTERNAL PERSPECT IVE. BUT BE SMART

THESE THINGS DIDN'T WORK

BE INTENTION **ALABOUT** CULTURE. DON'T

DON'T HANG ON TOO LONG, NOT EVERYONE

DON'T BE DRIVEN BYFEAR

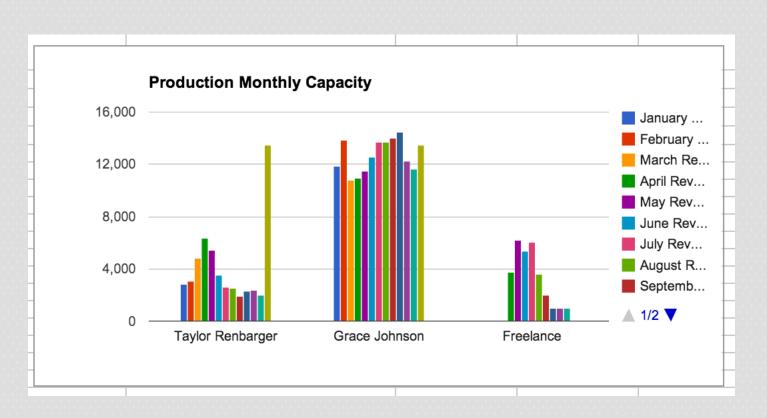
TAKE YOUR FAMILY

PEOPLE

(WHEN, WHO & HOW MUCH)

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WHEN TO HIRE



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WHO TO HIRE

- Hiring moto: NO SUPRPRISES
- 80% of hires come from referrals
- Talk money early
- Interview for cultural fit
- Don't ignore your gut
- The best people are already employed
- 90 day review fail fast
- LinkedIn

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HOW MUCH TO PAY

# OF EMPLOYEES	SALARY RANGE
12	\$30,000-\$50,000
20	\$50,000-\$99,000
8	>\$100,000

Company pays 50% of the employee's health, vision and dental insurance, match up to 3% 401K and have an all company bonus pool where they can earn up to 6% of their salary. Cell phone reimbursement. Generous PTO policy.



HOW MUCH EXPERIENCE

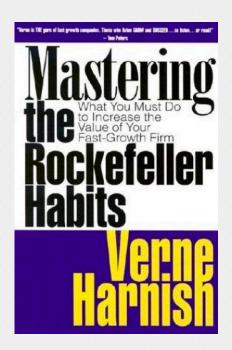
# OF EMPLOYEES	EXPERIENCE IN YRS
15	1-4 years
13	5-10 years
12	> 10 years

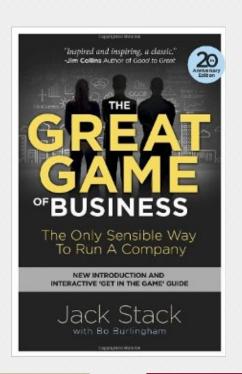
STRENGTH'S FINDER 2.0

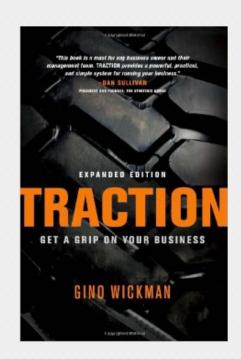
			1				/	4								_																						
				EX	KECUT	ING							II	IFLUE	NCIN	G						RELA	TION	SHIP	BUILD	ING						STRA	TEGIC	THIN	KING			
	Leaders with dominant strength in the Executing domain know how to make things happen. When you need someone to implement a solution, these are the people who will work tirelessly to get it done. Leaders with a strength to execute have the ability to "catch" an idea and make it a reality.						Leaders with dominant strength in the Executing domain know how to make things happen. When you need someone to implement a solution, these are the people who will work tirelessly to get it done. Leaders with a strength to execute have the ability to "catch" an idea and make sure your group is heard, look to								Those who lead through Relationship Building are the essential glue that holds a team together. Without these strengths on a team, in many cases, the group is simply a composite of individuals. In contrast, leaders with exceptional Relationship Building strength have the unique ability to create groups and organizations that are much greater than the sum of their parts.								n, in te of onal que	constantly absorbing and analyzing														
Team Members	Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative	CATEGORY SCORE	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	CATEGORY SCORE	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	CATEGORY SCORE	Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic	CATEGORY SCORE
Name								H																						\vdash								
Tiffany Sauder		3								20	1		4		2	5			80										0									0
Adam Snyder	2						4			40				1			3		53										0			5						7
Amos Haffner	2		1					5		67									0		3								20							4		13
Brett Schwab	5									7	4					2		3	60										0							1		33
Dustin Clark										0				3	4				33							5			7					1	2			60
Jeremy King										0	2			4	5				47								3		20								1	33
Karen Seketa		3								20					1		4		47									2	27								5	7
Kyler Mason	2									27				3					20										0			4				5	1	53
Susan Nixon						4				13									0			5		1			3		60					2				27
Trent Wood	5									7	2			1					60										0				4			3		33
Zach Labrecque	<u> </u>		I	L			<u> </u>	<u> </u>		0			5						7				لـــــا			1	للت	3	53	\square				4		2		40
Joe Heimann			2							27					3				20					5	4		1		53									0
Marcia Stone	2	4			oxdot	oxdot		<u> </u>							5			\Box										3									1	
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Weighted Score Avg	4			1				1 ,		19				l					36	4 ,	1 '	l i	()	(I	. 1	. 1	i 1	. 17	20	1 1	1 .	1 .	()	. 1	1 1	, ,	1 ,	26

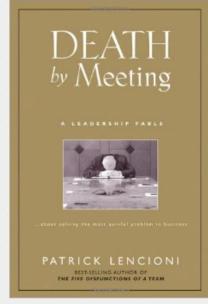
TOOLS WE USE TO RUN THE BUSINESS

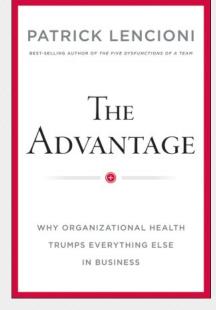
(NONE OF THESE ARE ORIGINAL)





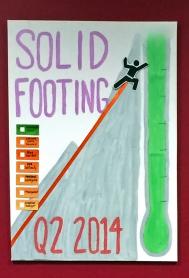






					11515			<u> </u>	Se 15	
	Ор	portunities to exceed Plan	Thr	eats to Making Plan						
Element Three - 1 Page Strategic Plan	1		1							
2014	2		2							
	3		3							
	4		4							
	5									
The WHY		The WHERE		The HOW		The W	HAT		The WHO/W	/HEN
Core Values		Targets (3 years) Where		Goals (1 year)		Goals (Your Account	
	Metrics		Metrics			Metics			Your priorities	Due
	Future Dat		Year ending			Qtr. #		1		
	AGI		AGI			AGI		1		
	Net Income		Net Income			Net Income				
	AGI/ Emplo		GolNbound#			GolNbound #		2		
			AGI/Emp.			% proj. with budget in				
			Client Growth (N	et)				3		
Aspirational Values		Sandbox	New Biz Closed (
			% proj. on budge					4		
						The Big To	o-Do's			
					1			5		
Permission to Play Values	Key Capabil	ities: How do we dominate the Sand		Critical Numbers	2					
·		3-Year priorities			3					
	1	·								
	+				- 4					
	2				5					
	3				6				Next Meeting	g date
	4		Key Initi	atives / Annual Priorities	7				March 26	th
	5		1							
D						T.				
Purpose			4			Then				
			3			What is most imp	oortant NOW?			
		KPI's/Smart Numbers	4			Deadline: April 1, 201	L4			
			5			Measurable Target/Cr	ritical #: AGI = \$			
			6			Theme Name:				
P15			1							
Brand Promise	-		0			Consult 1				
	-		8			Scoreboard - hov	v to measure?			
Actions (to live our values and purpose) 1-										
1						Celebration	/Reward			
2										
3										
4										
BHAG										











COMMUNICATION CADENCE

- A. DAILY STAND-UPS
- B. WEEKLY DEPARTMENT MEETINGS & LEADERSHIP
- C. MONTHLY BUSINESS REVIEW MEETINGS
- D. QUARTERLY OFF-SITE

A: Awesome Comes Standard



B: Business First

E: Emotional Intelligence

S: Stay Curious

T: Transparent

C: Creative Swagger

O: Own Selflessly



QUESTIONS?