

OVERDOSE.

Founder's Mindset

Todd Welling, Group CEO

todd@overdose.digital



1.
Insurgency.
Redefining an industry.
Agile, different, compelling.



2. **Retention.** Before Sales.

Typical cost is 3 : 1 for acquiring new business over retention.

One to replace, one to cover lost revenue period, one to cover cost of sales / reputation.

Tendency to focus on new & shiny, and forgetting the foundation roots.



3. **Tactical Empathy.** Not sympathy.



Empathy is being able to 'view from another's context', and using this to deliver Tactical solutions.
Sympathy is sinking your ship, with theirs.

4.
Active listening.
Shut up.

Listen to understand.
Don't fill the gaps.
Pause is power.



5.
Bias to action.
Get sh*t done.

A general dislike of bureaucracy.
Belligerent delivery mindset.



6.

Continuity.

Balance & rhythm.

Avoid the crash diets.

Clients & staff all need continuity of performance.

Peaks & troughs create a rollercoaster.



7.

Hire smart.

Lead them into deep water.

Be ready with the life ring.

Default to trust.

Guide and teach.

Breed personal accountability.

Career defining opportunities.



8.
Systems, not process.
The enemy of culture.

Systems should drive delivery, not absolve accountability.

Process tends to disengage free thinking talent.

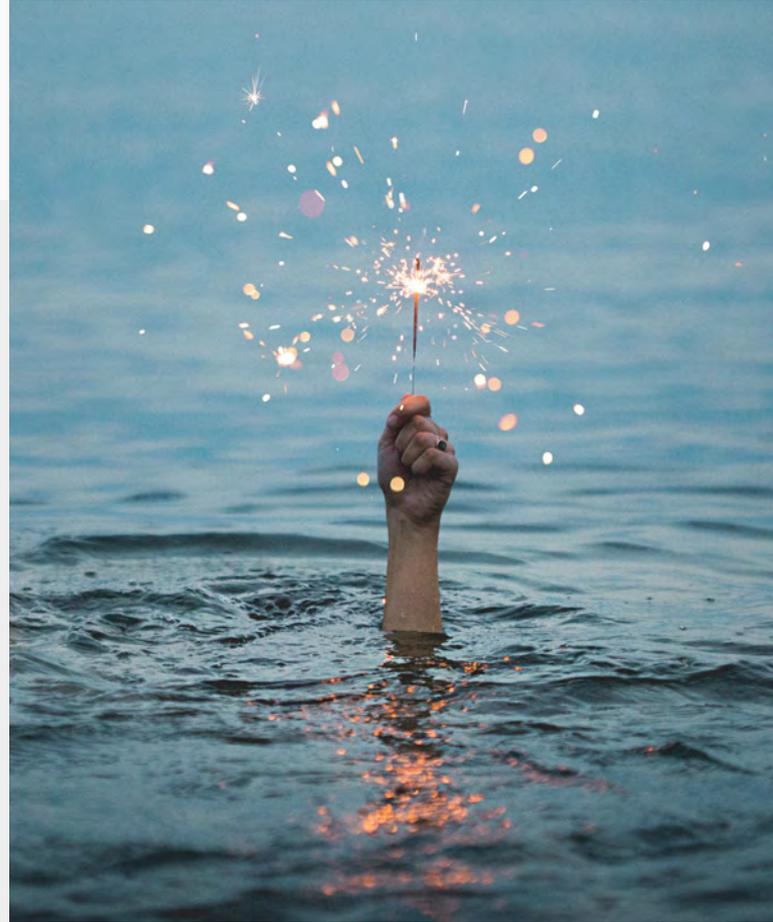
Rather an engaged team with a broken process, than a broken team.

We don't want robots.



9.
Over deliver.
Setup for success.

Find the 20% of inspiration outside of the square.
Build this time into your planning budget.

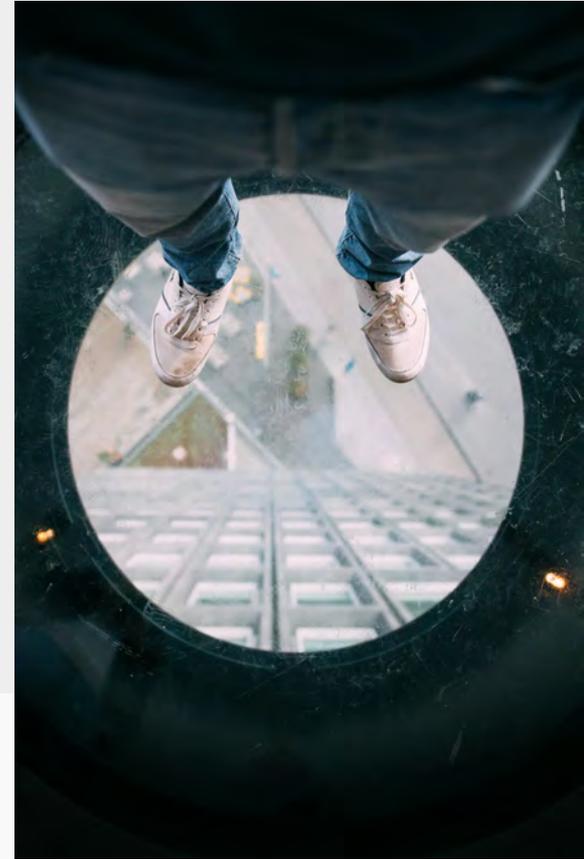


10.
Transparency.
Authenticity.
Trust.

Embrace the tough conversations.

Address issues promptly, openly & honestly.

Conversations become tougher with time... exponentially.



11.

Cost focussed.

Spend it like it's yours.

A dollar out,
needs seven in.



12.
Individually Accountable.
It was your fault.
Never accept failure.

Self awareness, and being self critical, are the exponents of great leadership.
Through every failure, there was a point at which you could have solved it.
Don't hunt for a reason or someone to pin this on.



13.
Passion wins.
Everytime.

People buy people.

Your individual energy defines our business.

