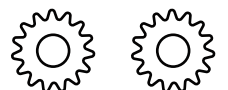
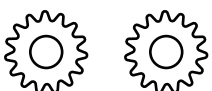
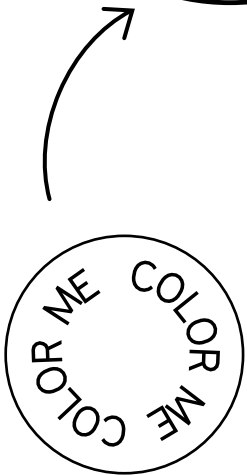
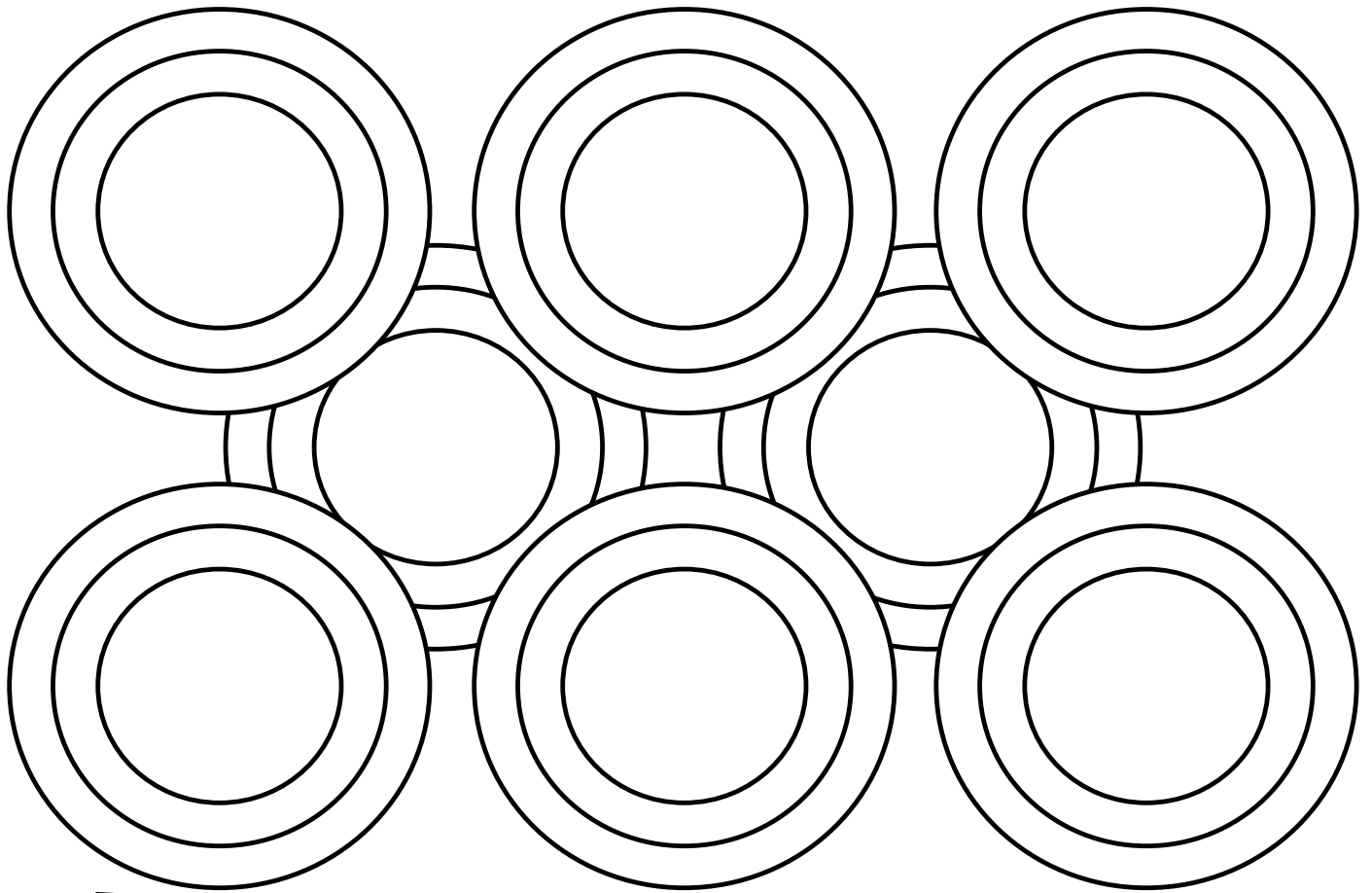


Name \_\_\_\_\_

Date \_\_\_\_\_

# The Operating as One Workbook



# Welcome!

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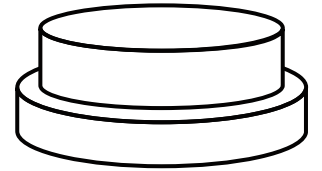
This workbook was designed to be equal parts journal and notebook. Use it when you want to stop and think. Use it when you want to get going. Fill it out yourself. Invite others to join in.

**Mark it up. Make it yours.**

Turn the pages for guided exercises on

- Company Messaging
- Customer Obsession and Very Bad Day Moments
- Values Breeches
- Org Chart
- Company Fact Sheet
- Communication Guide

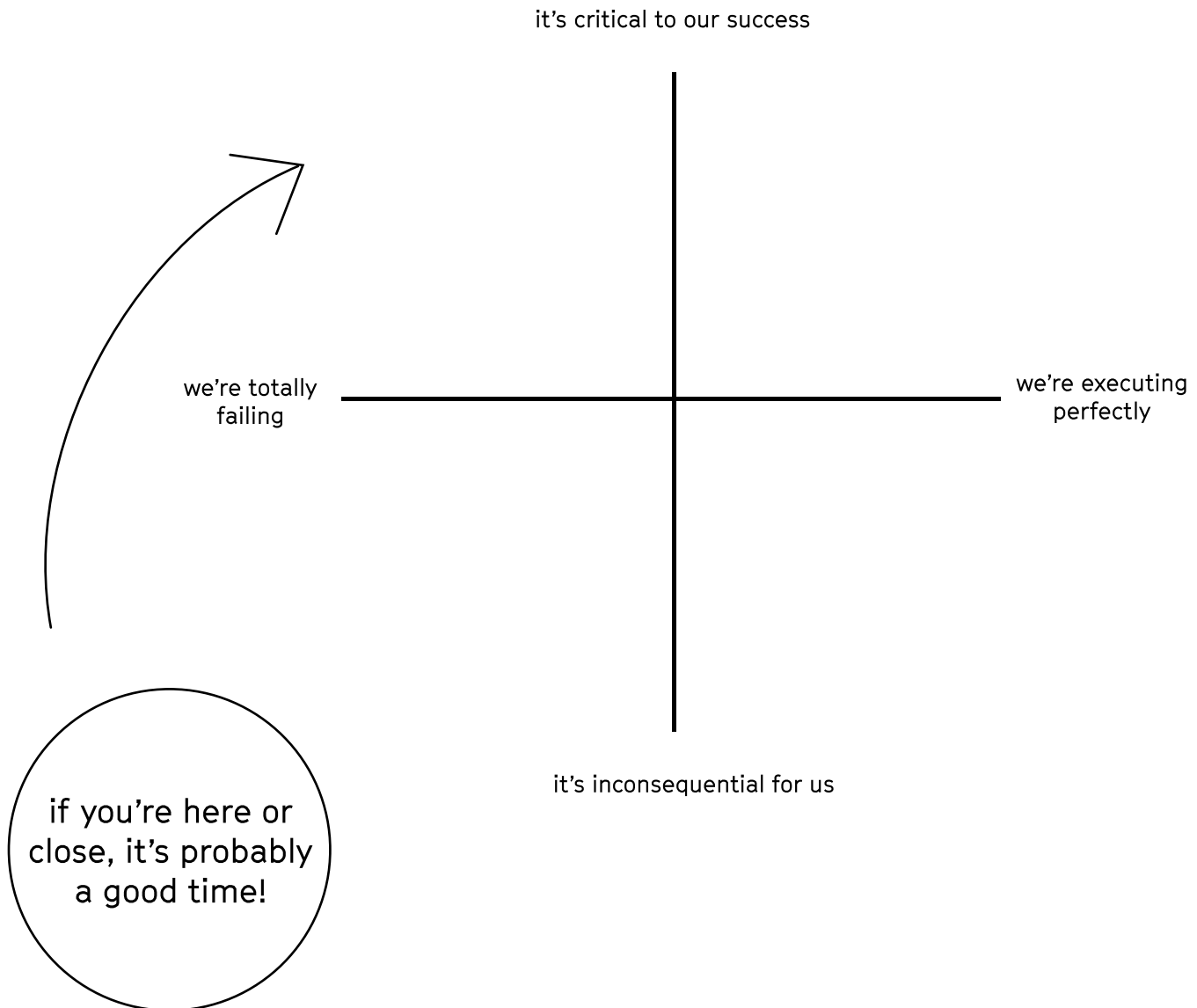
# Prioritization



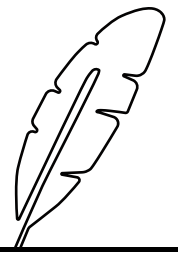
Is it time to get to work?

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When it comes to defining good citizenship at your company...



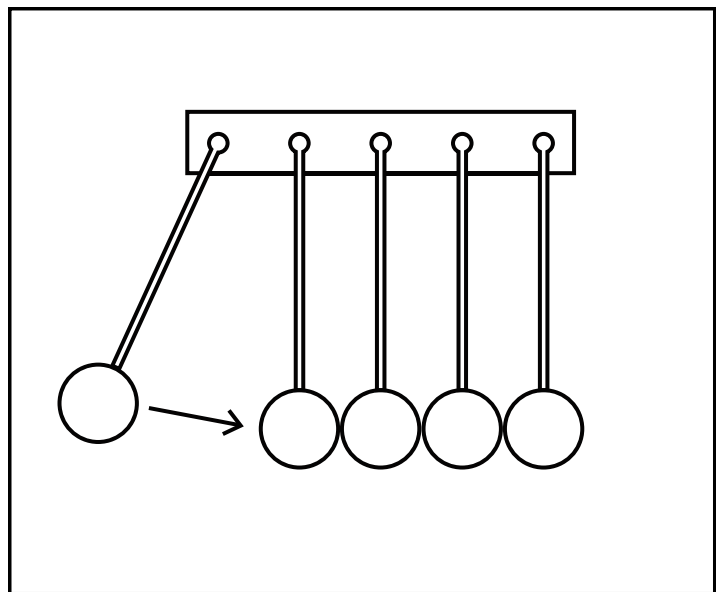
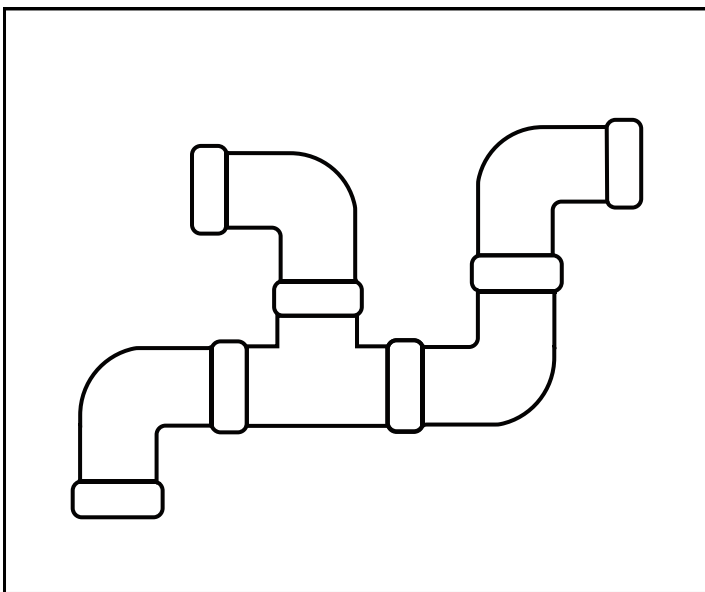
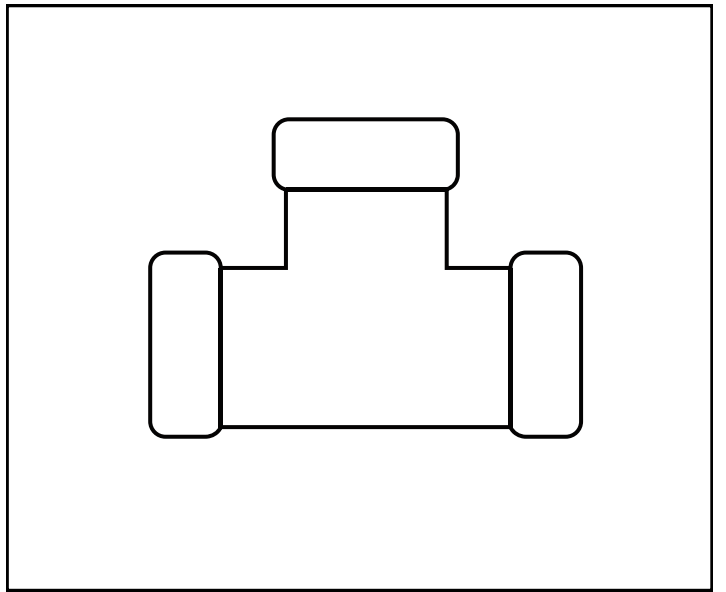
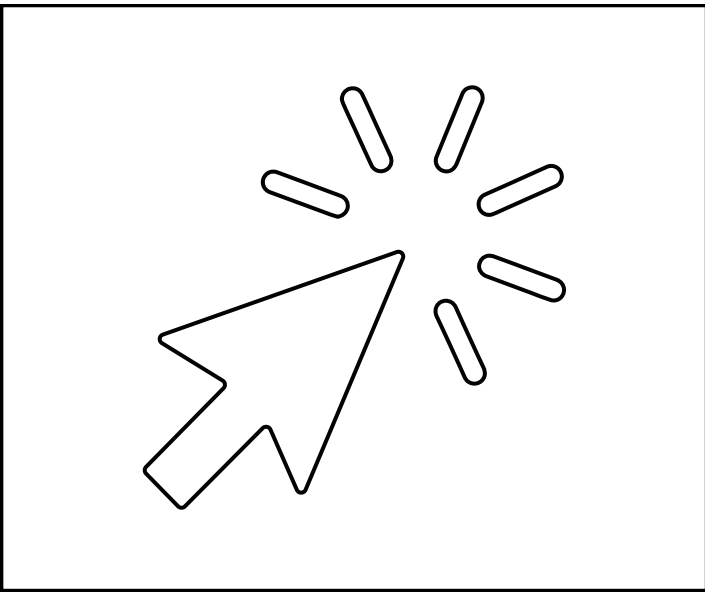
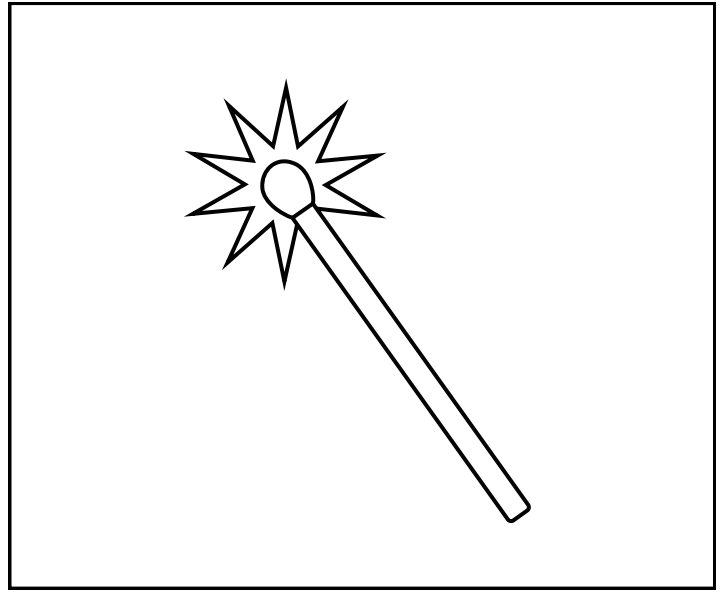
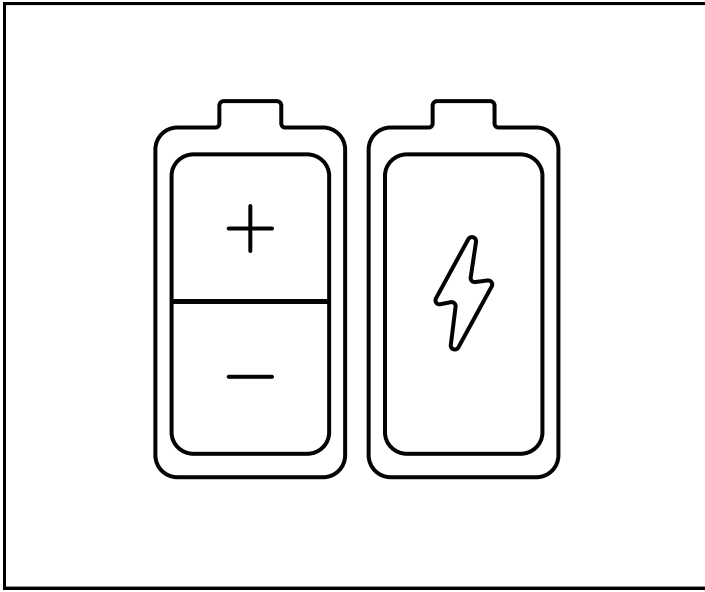
# Notes



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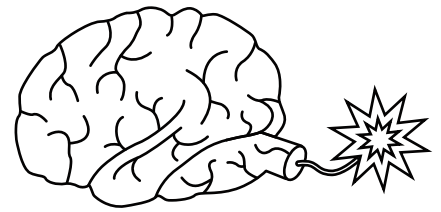
# Color Me!

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# Company Messaging

## Brainstorm



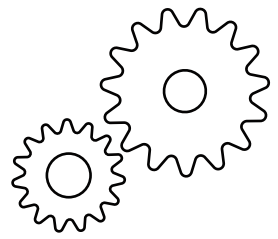
### GUIDING QUESTIONS

- About Us (one-liner, short description, long description)
- Mission statement
- Facts to know (founding story, performance metrics, user highlights, stats about your organization)
- Things you believe in (the values that represent the company, how this shows up)
- Customers (who they are, how you make their lives better, why customers choose you, what data backs this up) Your industry (what you're up against)
- What you do (products, future product focus areas)

### NOTES

# Company Messaging

Get the gears turning



## Getting the words right

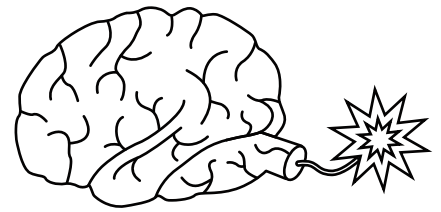
Imagine you are stopping anyone at your company in the (IRL or virtual) hall and asking a set of questions about your company, your products, and your users.

**Now ask yourself:** what are the questions you hope everyone has the same answer to? This can be anything from yesterday's revenue, to your top customer, to the company's global priorities workstream(s) right now. Then, imagine your team members responding to those questions.

NOTES

# Customer Moments

## Brainstorm



### GUIDING QUESTIONS: OBSESSION MOMENT

- What do users proactively message people at your company to say thank you about?
- What would make your customers outraged to have taken away?
- What do you see users glowing about on social media?

### GUIDING QUESTIONS: VERY BAD DAY MOMENTS

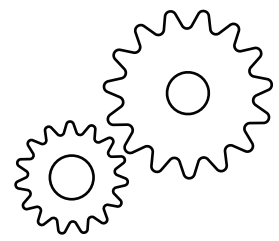
- What do users proactively message people at your company surprisingly angry about?
- What do you see users raging about on social media?
- What user behaviors are correlated with immediate churn?

### NOTES



# Values Breech

Get the gears turning



## What we'll never do

What wouldn't I do for any amount of money?

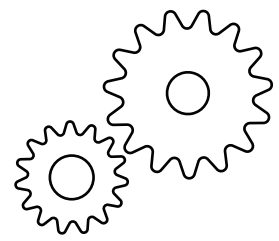
What would your mission/vision dictate you relentlessly stay the course on?

What would cause me to immediately fire someone?

## NOTES

# Org Chart

Get the gears turning



## What our org chart says about us

Sketch your org chart below and ask yourself

Do your priorities line up with your staffing?

What is the relationship between the size of an organization and their output?

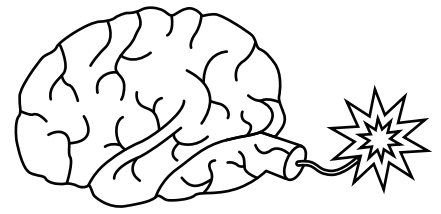
What are the relative sizes of major organizations? Do the ratios of people jive with their priority and contributions to the organization?

How does the shape of your org chart line up against other companies your size? Phone a friend and ask.

NOTES

# Company Fact Sheet

## Brainstorm



### GUIDING QUESTIONS

- Company mission
- A short description
- Founding date
- Recent milestones
- Things to look out for
- Key products
- Geographic distribution of users
- How you make money
- Pricing
- Favorite/archetypal customers
- Favorite stats
- User testimonial
- Unique qualities of your business
- Industry headwinds
- Industry tailwinds
- Competitors
- Team leaders
- Number of employees
- Geographic distribution of team
- Core operating principles

### NOTES

