Twitter Thread by Jordan Ross



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At age 24 Amazon let me manage 2500 employees and a $50,000,000 business unit

I learned that leadership at scale is simply about following this one framework

This is going to make you and I hundreds of millions of dollars

Culture is what your people say and do when you are not around

Becoming a master of influencing the behavior of others = becoming a master of culture

There are 3 pillars every leader should use in their language to crush influence

Values
MVP
Heuristics

values are the 5-10 things your company prioritizes as ‘must haves’

They are non negotiables

Individually, they aren’t unique

Together, they create a unique DNA called ‘your company’

https://t.co/5hloDZs133

Heuristics are a simple set of rules that drive complex behaviors

In nature, heuristics are what enable ants to build massive ant farms or bees to build huge bee hives

We want to create these in our agency to build something well beyond ourselves

https://t.co/uF7hXnvoB2

MVP= mission, vision, purpose

The why behind the organization

Everyone, especially now, wants to strive for something more than a paycheck

Not having this in your business will make you obsolete real quick

https://t.co/MQ8aPnLX1P

once you have these, the KEY is knowing how to use them

Here are the 4 ways you should be using them

1- In feedback

Dont tell someone how they can improve

tell them how they can improve using the values/heuristics

"Hey name, you continue to point out problems in our operation without proposing a solution. Remember, ownership is one of our key values. An owner in this case would propose a solution with each problem they identify"

2- In your praise/shout outs

in 1 on 1s, on the fly, in all hands, in meetings

"I wanted to give a big shout out to Kelsie. Shes been displaying a lot of bias for action this quarter and was able to optimize our clients email campaign to net a $10,000 return. Great jobs Kels!"

Here is an example of how I implemented this with a client last month

https://t.co/PU5zrKR0GG

3- For inspiration

in 1 on 1s, in all hands, in meetings

"remember, the goal of 8F is the change the way the world works. If were going to do that, we MUST, be world class. Im going to continue to push you to be your best until we get there."

https://t.co/JqSWgOECGX

4- as a reminder on a weekly basis

start of or end of meetings, mid convos, really anytime you can mention

"were 40% of the way on our goal to help 1000 agencies. Lets keep pushing team!"

Together, when said consistently over time, these change behavior

It must become a priority of yours as a leader to build this as a habit if you have more than 3 employees on your team

Here is a training I made breaking down this whole concept

https://t.co/y9Q6Ja5F13

Ready to scale but dont want to do it alone?

Join myself and 220 other agency owners in my slack community where we can scale together

https://t.co/04RuVZFfoj