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"...insights for scaleups"

HEADLINES: (anyone going to "Date with Destiny" this week?)

*Anything that sets employees up for success or improves our culture should be a part of EX.*

Mark Levy, global head of employee experience (EX) Airbnb

**\$250 Deposit Only** -- tomorrow (Friday, 07 Dec) is the last day you can book seats for our Spring ScaleUp Summit (<https://scalingup.com/atlanta-summit/>) with just a \$250 deposit per seat. This lets you grab better seats (earlier with bigger teams gets best seats) and preserve cash. More info below, but first...

**Successfully Competing Against Amazon?** -- *Fortune* writer is looking for companies to include in a new book. Are you competing successfully against Amazon? More below, but second...

**Best Two Chapters I've Read in 2018** -- go right to Chapters 5 & 6 in Denise Lee Yohn's new book *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies* (<https://amzn.to/2Po3t9o>). Finally, a book that details how to pivot the HR dept. into a true Employee Experience (EX) function and includes practical approaches, rituals, and artifacts. Denise is keynoting our Spring ScaleUp Summit in Atlanta May 21 - 22 (<https://scalingup.com/atlanta-summit/>) and she's going to go narrow and deep into this critical topic.

**Airbnb's Fusion** -- fusing brand and culture, Airbnb's EX initiatives are highlighted. To quote Denise's book:

*In 2016, the company (Airbnb) adopted the slogan "Belong Anywhere" to express its brand identity and launched the "#belonganywhere" brand campaign. But its leaders believed...the concept of belonging needed to apply inside the company as well.*

Mark Levy, who was Airbnb's global head of employee experience, went on to explain to Denise:

*We need to create a place where our employees feel they belong...belonging starts here. We have to figure out internal belonging first, then we can break down the walls with customers.*

And Airbnb did, with simple ideas any of our scaleups can adopt. How aligned are your brand and culture?

**EX is Priority #1** -- I couldn't agree more that EX is priority #1. To help, Denise created an Employee Experience Architecture Template which she details in Chapt 5. She will guide executive teams through it at our ScaleUp Summit. She also has a broader assessment (<http://deniseleeyohn.com/fusion-assessment/>) to see how closely your culture and brand align - take 10 minutes to complete which will give you a feel for the content in her book.

**Brands to Watch in 2019** -- and to wrap up my enthusiasm for Denise's insights, this week she released her annual "Brands to Watch (<https://www.forbes.com/sites/deniseleeyohn/2018/12/04/brands-to-watch-in-2019/>)" list, one for each letter of the alphabet (spoiler alert, A is for Amazon). It's a quick scan and you'll pick up some biz insights.

**G-Squared's Habits (Scaling Up case study)** -- Gene Godick, founder of G-Squared (<https://www.gsquaredcfo.com/>), a firm providing CFO services to private equity and VC-backed firms, is using the Scaling Up tools with the support of Scaling Up Certified coach Fileen Wainwright (consultants

...ing the scaling up process with the support of scaling up consultants (consultants need coaches too!), to drive 20% annual growth the past four years. This blog post (<https://www.ceothinktank.com/thinking-tank/3-scaling-fundamentals-dedicated-growth-companies/3664>) details how Gene and his team have particularly focused on the recruiting, hiring, and onboarding process for professional talent. And I appreciate Gene's comment that his focus is on "winning the next game" i.e. be clear on the end goal (BHAG) and next step - the rest is a WAG -- wild-ankle guess! Does your team have a clear priority for the month of December?

**Request for Stories from Companies Competing with Amazon** -- Hi, I'm a Fortune magazine contributor and I'm writing a book that in part is examining how to compete with Amazon. I would like to interview CEOs and entrepreneurs about their experiences dealing with the online giant and strategies that have helped them survive the Amazon jungle. I'm particularly interested in how both brands and retailers handle Amazon's pricing algorithm that can undercut your product at a moment's notice, what to do when Amazon decides to make a private label version of your product, and how to survive selling online without using Amazon. I'm looking for both success stories that can help us understand this new world and case studies about mistakes made that can serve as cautionary tales. I'm happy to talk on the record or on background. My email is [briandumaine@gmail.com](mailto:briandumaine@gmail.com). Thanks, Brian

**\$250 Deposit to Hold Better Seats** -- notes Dustin Brown, Partner and Head of Strategy at Elemental:

*The ScaleUp Summit blew my expectations out of the water. It was two days of inspiration, amazing diverse speakers and a lot of interesting insights that could apply to my (or any) business. I will see you at the next one.*

Join me, your peers, and bring your team to 2 days of inspiring content at our ScaleUp Summit ([https://scalingup.com/atlanta-summit/?inf\\_contact\\_key=d78f35f9299b218a09ee4b9961673cacdabb139ef4a9e0fb2da78a1ef9727130](https://scalingup.com/atlanta-summit/?inf_contact_key=d78f35f9299b218a09ee4b9961673cacdabb139ef4a9e0fb2da78a1ef9727130)) in Atlanta, GA 21-22 May, 2019. And register ([https://scalingup.com/atlanta-summit/?inf\\_contact\\_key=d78f35f9299b218a09ee4b9961673cacdabb139ef4a9e0fb2da78a1ef9727130#registration](https://scalingup.com/atlanta-summit/?inf_contact_key=d78f35f9299b218a09ee4b9961673cacdabb139ef4a9e0fb2da78a1ef9727130#registration)) by tomorrow with only a \$250 refundable deposit per team member. Click here ([https://scalingup.com/atlanta-summit/?inf\\_contact\\_key=d78f35f9299b218a09ee4b9961673cacdabb139ef4a9e0fb2da78a1ef9727130#registration](https://scalingup.com/atlanta-summit/?inf_contact_key=d78f35f9299b218a09ee4b9961673cacdabb139ef4a9e0fb2da78a1ef9727130#registration)) to register with only a \$250 refundable deposit. Deadline is tomorrow, December 7th.

**Heading to Tony Robbins** -- one of our core values is "practice what we preach." I'm looking forward to investing in my own executive development over the next six days attending Tony Robbins "Date with Destiny." Let me know if any of you are going to be there [vharnish@gazelles.com](mailto:vharnish@gazelles.com)

**CEO-BOOTCAMP:** spend 3.5 days with Verne, serial entrepreneur John Ratliff, and 6 other CEOs in a beautiful retreat setting, addressing the constraints holding back you, your business, and your industry. January 15 - 18; March 12 - 15; Jun 4 - 7, 2019 (<https://www.ceo-bootcamp.com/>).

**EXITING: Thinking about selling the business for \$40 million or more? Want to get 25% to 200% more than you thought? Request the whitepaper from the Exit Strategies Summit at Harvard from Denise Richmond at (610) 299-6466 or email at [drichmond@stscapital.com](mailto:drichmond@stscapital.com)**

#### **EDUCATION:**

**ScaleUp Summit Spring 2019** (<https://scalingup.com/atlanta-summit/>)

Atlanta, GA - May 21-22, 2019

**Scaling Up User Conference Spring 2019** (<https://scalingup.com/atlanta-userconf/>)

Atlanta, GA - May 23, 2019

**Yearly Growth program in Amsterdam** ([www.scaleupcompany.com](http://www.scaleupcompany.com))