

How to Turbocharge Your Company's

Growth with “The Founder’s Mentality”



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Before diving into this PDF, learn the “why” behind this exercise in one of two ways. Either:

1



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2



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[Episode #39](#)



Element #1: An Insurgent Mission

Chris would define an insurgent mission as “something that everyone in the company understands makes it special, gives them pride, and reflects what they’re building in the long term.” For example, Elon Musk believes his life’s purpose is getting humanity to Mars, and that passion shows up in every SpaceX employee.

What are two or three aspects of your company that make it special? Make sure everybody on your team knows it by heart.

Element #2: An Obsession With the Front Line

Founders almost always begin their companies on the front lines, knowing customers by name and obsessing over product details. That ownership and intimacy with the front lines is powerful. But over time, founders tend to separate themselves from it. As Chris says, we “create layers and have many, many decisions made by people who have never served a customer and don’t have intellectual curiosity about the ground level of a business.”

On a scale from 1-10, how connected do you feel to your customers?

1	2	3	4	5	6	7	8	9	10
NOT AT ALL CONNECTED					EXTREMELY CONNECTED				

What adjustments do you need to make to get more connected?

“Ask people how often they are out with the customer, with the front line employees, and to try to make sure that’s at least 50% of their total time.”

-Chris Zook

Element #3: An Owner’s Mindset

As Chris neatly puts it, “Complexity is the silent killer of profitable growth.” So no matter how big or small your organization is, he encourages you to “comb through all the processes, all the product lines, all the R&D projects that you have going on, all the extraneous assets, and just constantly ask yourself what you can possibly do without.”

What are three things you can eliminate in your business to reduce unnecessary complexity?

1. _____
2. _____
3. _____

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"The Founder's Mentality"

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