



3 FUNDAMENTALS FOR BUILDING A CHAMPIONSHIP TEAM



GREAT COMPANIES WIN BY BUILDING **CHAMPIONSHIP TEAMS**

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HUDDLE: DISCUSSION QUESTIONS

1) How well does your most junior person know the company strategy?

Clueless 1 2 3 4 Lives and Breathes It

Notes/Action Items:

2) How empowered does the most junior person in the company feel?

Restricted 1 2 3 4 Empowered

Notes/Action Items:

3) What is the 20% of the job you love the most?

4) What's one internal and external interaction you can infuse love into?

HEALTH CHECK:

ARE YOU PLAYING WITH A CHAMPIONSHIP TEAM?



Scan this QR code to
take your free
assessment

Use this free assessment to help your team determine how healthy your business is. It can be taken by individual team members or collect feedback from the team as a whole.

email jon@bluetidecatalysts.com for your company's aggregate report

SYSTEM

SOUL

DESIGN

DESTINATION

CADENCE

IDENTITY/ETHOS

SCORECARD

PEOPLE



AGGREGATE SCORE

QUICK OVERVIEW OF THE SIX ELEMENTS

- DESIGN: Getting clear on how you move
- CADENCE: Moving at the same pace
- SCORE: Measuring your progress
- DESTINATION: Going the same direction
- ETHOS: Knowing who you are
- PEOPLE: Right humans, growing and healthy

DESTINATION

IF WE WERE MEETING 3 SOCCER SEASONS FROM NOW, WHAT WOULD IT TAKE PROFESSIONALLY AND PERSONALLY FOR YOU TO BE HAPPY WITH THE RESULTS, FOR IT ALL TO BE WORTHWHILE ?

PERSONALLY:

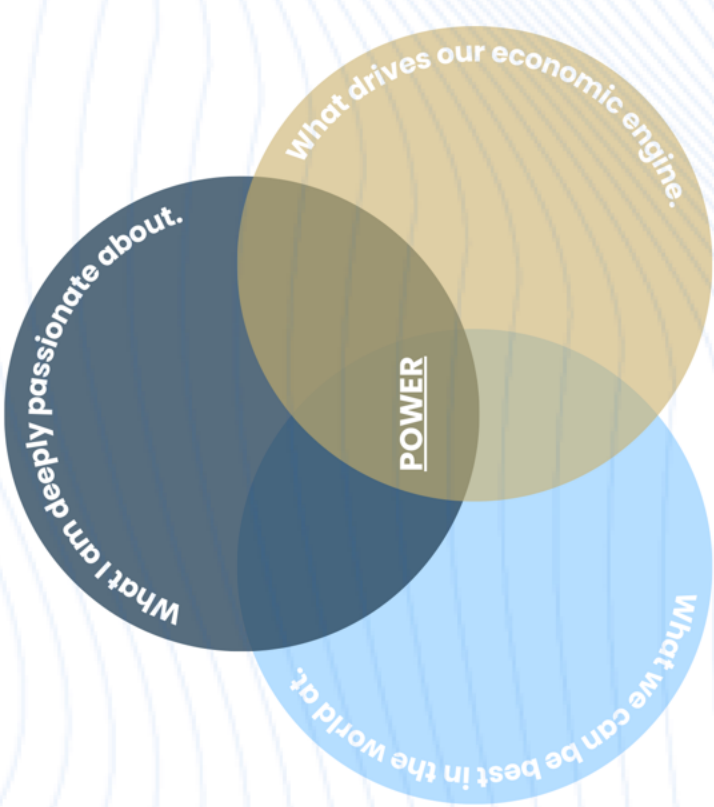
PROFESSIONALLY:

S2 ROAD MAP

We are the only _____
 that _____

We are going _____

by _____
 because _____



VALUES + ORG HABITS = CULTURE

OUR BETS					
3-YEAR DIRECTION		1-YEAR FOCUS		QUARTERLY OBJECTIVES	
Date:		Date:		Date:	
R:		R:		R:	
P:		P:		P:	
EE:		EE:		EE:	

THE CULTURE EQUATION

VALUES

Who we say we are



ORG HABITS

Things we do together



CULTURE -> THE COMPANY ENVIRONMENT

The out come of being who we say we are (values) and living them out together (org habits)

BUILD YOUR TEAM ORG CHART

GET THE RIGHT PEOPLE IN THE RIGHT POSITIONS

Organizational charts are often the most underutilized resource a leader has in their playbook. We start here because a team's design, or structure is key to everything else built on top of it. It's more than putting titles and names in positions. It's about creating clarity for what functions are most important in the business then giving clarity to each individual player on how they contribute to the organization as a whole.

Starting here allows you to:

- Get proactive and strategic with the overall design of the team
- Identify essential functions
- Clarify the mission of each function
- Place the right people in the right positions

QUICK START STEPS TO BUILDING YOUR ORG CHART

1. Core Function's "Right Positions"

Determine the core functions necessary to the business. Your goal is to get really clear on what's essential. Think one year from now. In 12 months, what will be essential to the business that we want to build?

2. Name, mission, role, and KPI's

Before you assign people to the functions in the business, outline these elements for each function:

- Mission (central purpose)
- Responsibilities (key activities)
- KPI's (key performance indicators)

3. Health FIT "Right People"

The final step is placing the right people in the right functions. The question you should be asking before you play them is: Are they a F.I.T?

- Does this role **fuel** their Working Genius?
- Can they make significant, positive **impact**?
- Is it **timely** for their EQ, skills, maturity, and the stage of the business we are in?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

JON CHEN



Unlock the Potential of Your Company

Scan to connect and
for today's materials



GREAT COMPANIES BUILD CHAMPIONSHIP TEAMS

Ever watch little kids play soccer? When the whistle blows, they swarm the ball and chase it around the field. All. Game. Long.

Companies, to one extent or another play swarm soccer. They swarm from fire to fire, company-saving deal to deal, and funding event to the next. Exhaustion, confusion, and frustration reign. As a result, you have:

Disengaged players – High turnover – Stagnated growth – Leaders in every play

The business doesn't have to run you ragged.

CHAMPIONS PLAY WITH SYSTEM & SOUL

Like pro teams, great companies have systems for clarity and control, and soul to fuel the extraordinary. Learn how to play with the System & Soul Framework in your company. Create a winning strategy that engages your people, outperforms your competition, and gets you your life back.

Jon has stood in your cleats, feeling the pain of swarm soccer and dreaming of winning the entrepreneurial game.

Over 25+ years, Jon has launched and scaled dozens of businesses and products for start-ups, Fortune 500, and tech companies. Jon combines this experience with the System & Soul framework, helping entrepreneurs build championship teams.

“Jon’s insight, leadership, and willingness to balance his ideas with our company’s unique culture was deeply valued. He’s a fantastic partner”

Christina Luconi | Chief People Officer | Rapid 7

“Jon worked with us as we were questioning the long-term viability and unity of our organization.. Clarifying & aligning our purpose, goals, and values resulted in income increasing 30% and reinvigoration of our people. 10 years later, we are not only thriving, but multiplying our impact globally.

Tim Hawkins | Executive Director | Sojourn Collegiate

Let's Chat Today!



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