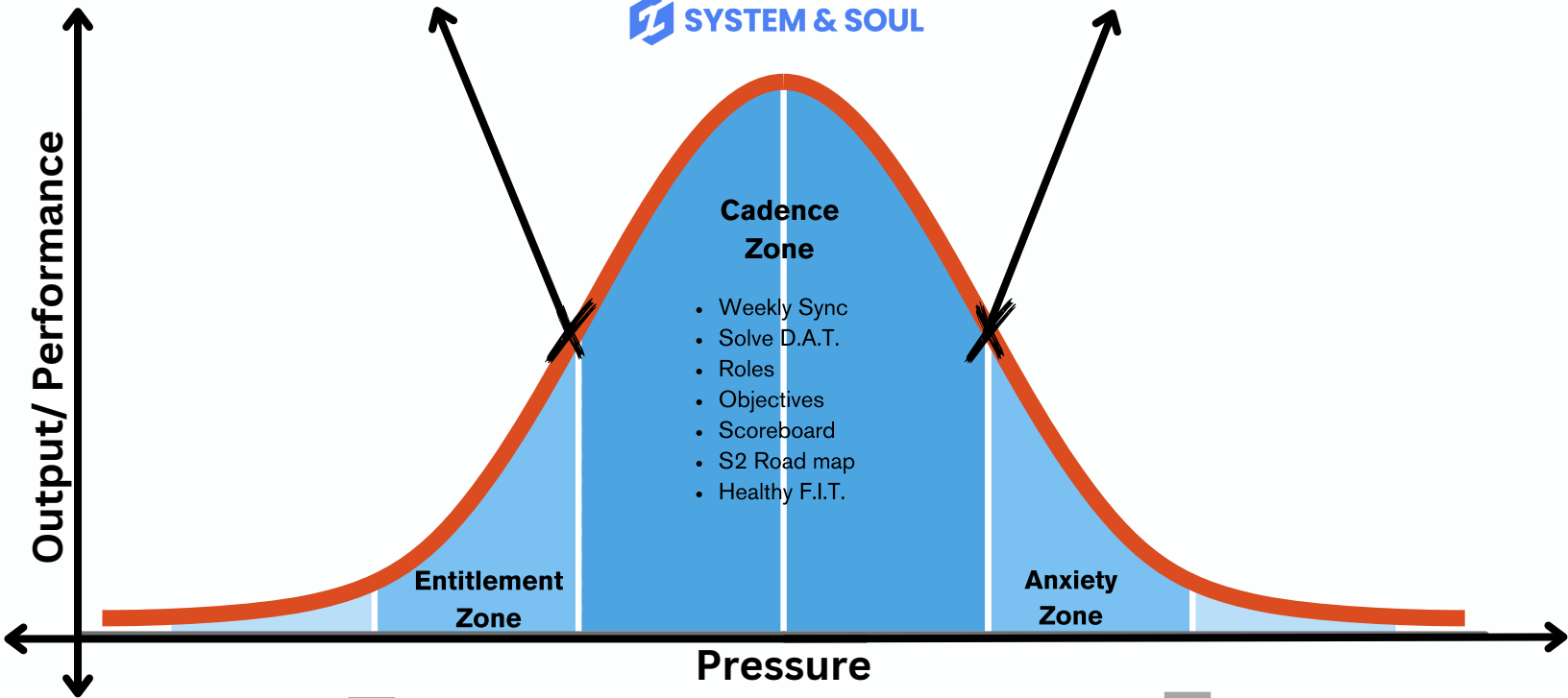


Pressure Zones vs. Cadence Zone



Pressure

Entitlement Zone

The team experiences:

- Lackadaisical culture
- Minimal effort from most team members
- Average performers setting the team's tone
- Quick turnover of high performers
- Low motivation
- Disconnected leadership

The owner or executive team experience:

- Ineffective communication, lack of team engagement
- Weak accountability across all levels
- Lack of competent individuals
- Feeling trapped in their own business
- Reluctance to terminate underperforming employees
- Difficulty attracting top talent
- Stress due to low revenue and/or profits

Cadence Zone

The team experiences:

- Positive and uplifting culture
- Clear understanding of roles and responsibilities
- Shared vision and direction for the company
- Proactive problem-solving abilities
- Strong presence of high performers who mentor others

The owner or executive team experience:

- Self-awareness of strengths and expertise
- Effective measurement of outcomes
- Clear individual and company goals
- Ability to make confident hiring and firing decisions
- High revenue, profitability, and overall fulfillment

Anxiety Zone

The team experiences:

- Toxic culture
- Self-centered mindset
- Unfair practices
- Lack of inclusivity
- Poor work/life balance
- Absence of joy and camaraderie
- Oppressive leadership
- Communication issues

The owner or executive team experience:

- Continuously dealing with crises
- High turnover due to burnout
- Persistent complaints from team members
- Customer dissatisfaction due to inefficiency
- High stress levels
- Negative impact on health