



## **Libertas | What it takes to succeed**

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**Objective:** The purpose of this document is to clearly describe the traits that are most important to be a successful team member of the Libertas team.

As our performance reviews come into focus. The below document will help you understand what are the things that the team as a whole needs to achieve as well as the individual traits and behaviors that are key to success.

### **Overall Team Capabilities**

1. Achieve results
2. Measurement
3. Distribution channels & methods
4. Visuals & Copy
5. Fast execution

### **Individuals who work on the growth team need to ensure the following skills:**

- 1. Bias towards action**
  - a. Constantly asks *"How did I move the needle today?"*
  - b. Goes from thought to execution quickly
- 2. Scientist**
  - a. Curious mind
  - b. Constantly trying to investigate and understand what's happening
  - c. Fierce focus on connecting the dots
  - d. Cuts thru the noise to understand what's really important
- 3. Self-Learner**
  - a. Constantly seeks out ways to learn about the growth function

- b. Constantly seeks out to learn more about a wide variety of topics which in itself makes the person more well rounded

**4. Productive**

- a. Is able to deliver a consistent high-value output
- b. Is smart about not reinventing the wheel, copies a lot of what works elsewhere and implements
- c. Deliver high-quality work

**5. Provides and receives clear and direct feedback**

- a. Embodies our straight-talk value
- b. Is able to provide candid feedback to all members of the team
- c. Is able to provide candid feedback to managers / founders and people in different positions to her own

**6. Committed teacher**

- a. Teacher (in-group)
- b. Teacher (company wide)

**7. Clear and succinct oral communication**

- a. Clearly express ideas and concepts
- b. Able do distill complex/fuzzy information into insights

**8. Written communication**

- a. Best secretary in the world
- b. Be open to a second look or review

**9. Self management**

- a. Has an internal compass for achievement
- b. Does not need to be asked multiple times or chased to deliver on expected results

**10. Trust**

- a. Is a trusted member of the team, given the ownership, commitment, reliability they display in their every day work

## People who do great display the following trait

### 1. Growth Mindset

- a. Feedback is a gift mentality
- b. Believes anything is possible and approaches problems from that mentality
- c. Knows that with enough effort and time she can be proficient at anything

### 2. Leadership embodied

- a. Is able to take the lead of initiatives and see them to completion
- b. Can motivate people in her team and outside to deliver great results of the projects she owns
- c. Leads by example

### 3. Creative thinker

- a. Comes up with creative solutions for problems encountered
- b. Can draw inspiration from all sorts of places to incorporate in her work

### 4. Practical Doer

- a. Finds simple / creative ways to test hypothesis instead of getting drowned in busy work
- b. Makes no excuses when things are not working her way or go wrong

### 5. Reflective

- a. Thinks deeply about what she is doing
- b. Takes time to think about all stakeholders and their motivations

### 6. Obsessive about improvement

- a. Consistently finds ways to improve herself, her team and the company over all

### 7. Achieves results

- a. Whenever faced with a goal, she meets it.