

THE GROWTH LEADER

HOW GREAT LEADERS BUILD TEAMS AND BUSINESSES FOR GROWTH.

McKinsey's recent study found that the average life-span of companies listed in Standard & Poor's 500 was 61 years in 1958. Today, it is about 12 years. And by 2027, 75% of the companies currently quoted on the S&P 500 will have disappeared. So I studied companies that grow, and what makes them different.

I've always been curious about brands and cultural anthropology. And how people can lean into a brand not just because of WHAT the product does, but how it can make them FEEL. This made me wonder why some businesses grow and others fade away... and what makes a growth leader.

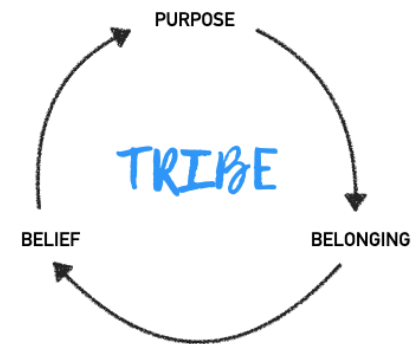
On 11/16/2020, Tesla put people into space. Indeed this should have been Boeing on GE? And why do brands like Allbirds, Airbnb (who is rebounding during the pandemic), Amazon, Apple, Peloton (shouldn't Soul Cycle or 24-hour fitness own this?), and others, continue to grow, when others stutter along. What is the formula?

Sapiens, the book by Prof. Yuval Harari, takes us on a breath-taking ride through our entire human history to uncover why we are the way we are. Business has forgotten the Tribal nature of why we are human and how creating a Business Tribe of employees is critical to success.

*As humans, we want more. We are social, and we want to belong. We want to be a part of something.
Often, we can't justify why, we just want to belong. And it is written into our DNA.*

Tribalism is togetherness - successful companies and leaders build a sense of tribalism before anything else. Business Tribalism is bigger than pure culture; it is about "alignment and focused toward a signal outcome, with everyone playing individual roles." Think of a football team, a cartel, or a pack of hunting lionesses; each person or animal has a separate role - but they all align to one Vision. What I am talking about is not rocket science. Growth businesses have been doing it naturally for years. I am only placing a strategy behind it. A Growth Leader gives their team (Tribe):

- 1) A sense a purpose
- 2) A sense of belonging
- 3) A reason to believe



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