

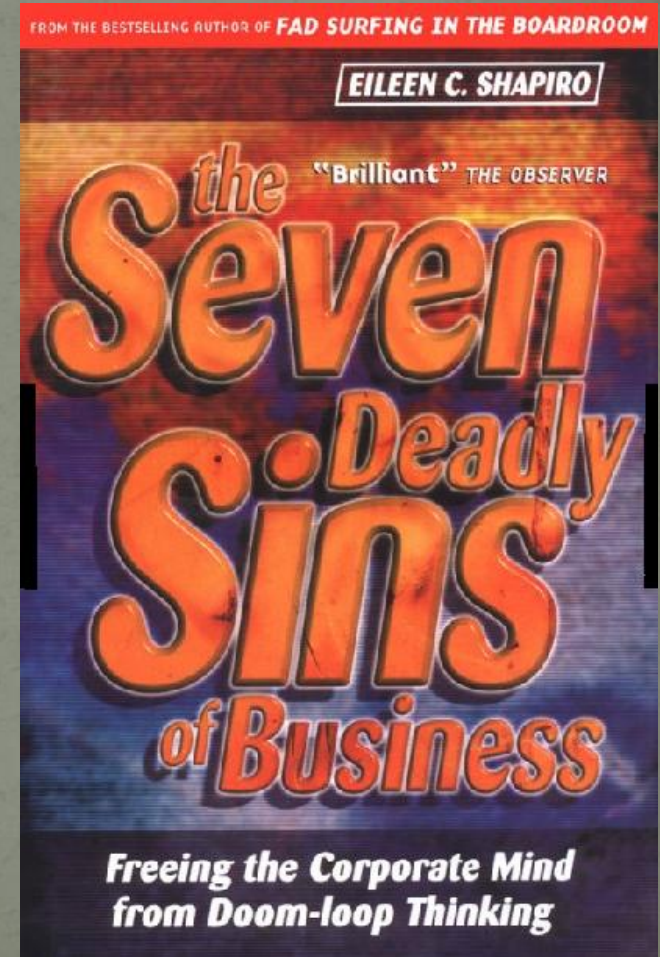
The Seven Deadly Sins of Business:

Freeing the Corporate Mind from Doom-Loop Thinking



The Seven Deadly Sins of Business

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The Seven Deadly Sins of Business

- Terrific Plans
 - Outstanding Products
 - Play to Win
 - Turbo-Charged Employees
 - Workplace Sizzle
 - Learning Organization
 - Forward Intelligence Systems
- The Sins of Strategy
- The Sins of Organization
- The Sins of Information
-
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graph LR; A[Terrific Plans] --- B[The Sins of Strategy]; C[Outstanding Products] --- B; D[Play to Win] --- B; E[Turbo-Charged Employees] --- C[The Sins of Organization]; F[Workplace Sizzle] --- C; G[Learning Organization] --- D[The Sins of Information]; H[Forward Intelligence Systems] --- D;
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# The Seven Deadly Sins of Business

- Terrific Plans – The Sins of Strategy
  - Incentives and Compensation
    - Focus on one specific operating metric
    - Set stretch goals
    - Structured in a way that it is only important to executive management



# The Seven Deadly Sins of Business

- Outstanding Products – The Sins of Strategy
  - **Complacency Trap**
    - Businesses believe their existing product and competitive advantage enjoyed today will remain constant
  - **Neglecting Customer Hot Buttons**
    - Need to understand your customer
    - Evolve your product to fit your customer's needs



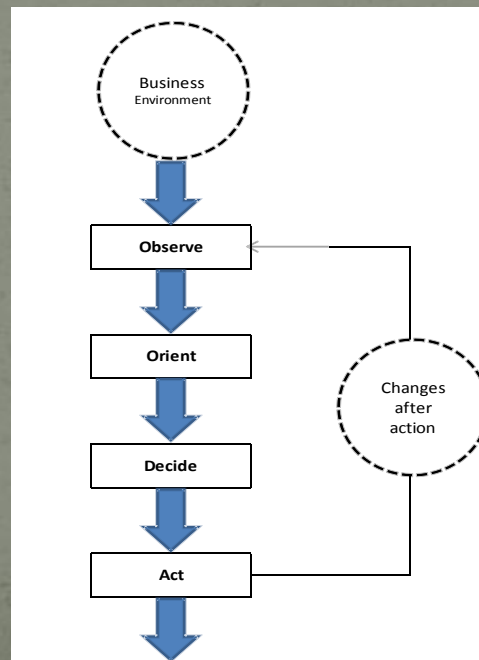
# The Seven Deadly Sins of Business

- Play to Win – The Sins of Strategy
  - Ignoring client needs as well as external factors that shape the industry
    - Ask three fundamental questions:
      - What game do you think you are playing?
      - By what rules?
      - Why you'll achieve your goals if you continue with the current playbook?



# The Seven Deadly Sins of Business

- Turbo Charged Employees – The Sins of Organization
  - **Avoid Micromanagement**
    - Everyone is a decision maker within an organization
    - Managers are unable to oversee all subordinates' decisions
      - Must train and empower employees to think critically



# The Seven Deadly Sins of Business

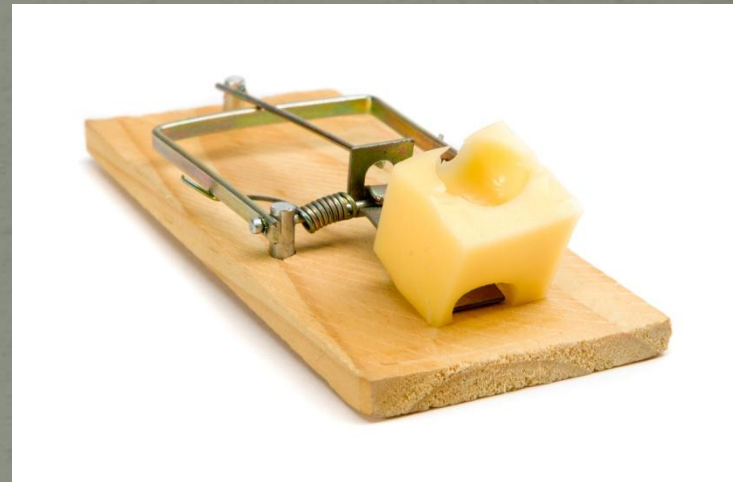
- Workplace Sizzle – The Sins of Organization
  - Neglect employees through improper motivating factors
    - Maximize the work output of employees by recognizing the needs and wants of the workforce
      - The Pay-Mes
      - The Give-Mes
      - The Let-Mes
      - The Assist-Mes
      - The Respect-Mes
      - The Brand-Mes
      - The Convince-Mes





# The Seven Deadly Sins of Business

- Learning Organization – The Sins of Information
  - Unable to interpret data to make unbiased and informed decision
    - Overconfidence Bias
    - Recency Effect
    - Fogging the Facts
    - Confirming Facts
    - Status Quo Trap
    - Hubris 😊



# The Seven Deadly Sins of Business

- Forward Intelligence System – The Sins of Information
  - Information does not flow through the organization
    - Small issues (employees and customers) are unaddressed
    - Subordinates are afraid to speak up if information contradicts management's goal
    - Management must take action to help information flow

