

“You have to persevere to turn a vision into a reality. You have to have a passion for inspiring other people, whether it’s your employees, your customers or investors. And the reward is seeing the impact your company can have on people.”
- Matt Blumberg

Building the Company Alongside the Business: Building the business is all about creating products, it’s about selling to customers and shaping the strategy of the business. Building the company is about the other side of the equation—the people. It’s about driving the values and driving the culture of the organization.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. How do I build the company alongside the business?
2. How do I measure the success of both?

Questions for your Team

1. How can we contribute to driving culture?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>