

HOW TO
THRIVE
AT 120VC

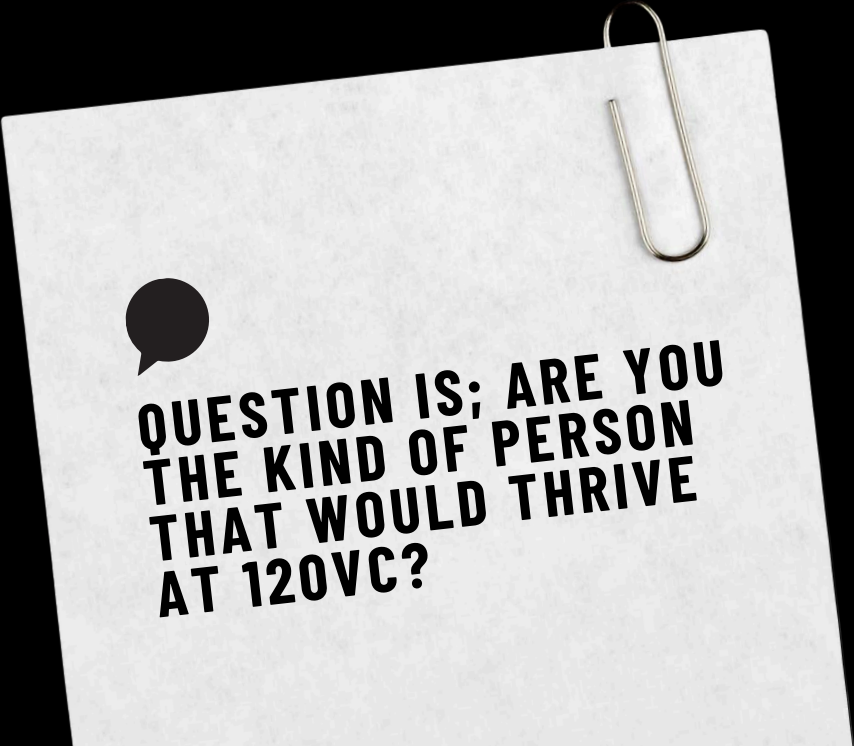


HELLO

The logo for 120VC, consisting of the numbers '120' in a bold, sans-serif font inside a white circle.

We are 120VC. For over two decades, we've transformed Fortune 500 business by enabling their teams to consistently deliver transformational outcomes with our **Execution Leadership System** that drives measurable improvement in customer satisfaction, team satisfaction, and profitability. Earning us the reputation as the Get Shift Done Company.

But you already know that.

A white rectangular piece of paper is shown at an angle, held by a silver paperclip at the top right. A black speech bubble icon is located on the left side of the paper. The text on the paper is in a bold, black, sans-serif font.

**QUESTION IS; ARE YOU
THE KIND OF PERSON
THAT WOULD THRIVE
AT 120VC?**

WHY YOU'RE READING THIS



You're not here because we're hiring. You're here because someone believes you might have what it takes to **become one of the 120**.

At 120VC, to *Thrive* means something very specific. It means you are driven to grow, to lead, and to do work that elevates your clients, teammates, and the company. It means you are driven by mastery, not maintenance. It means you are the kind of person who wants to make people, teams, and companies **unstoppable**.

We built 120VC for people who believe in better. People who want to create change that's meaningful, that has a purpose. People who don't focus on how hard the work is, because they are 100% focused on the outcomes that make life fulfilling.

Our purpose is simple: to build **irreplaceable leaders** who transform cost centers into profit centers and help our clients, their teams, and their businesses **become unstoppable**.

**This document
isn't a pitch.**

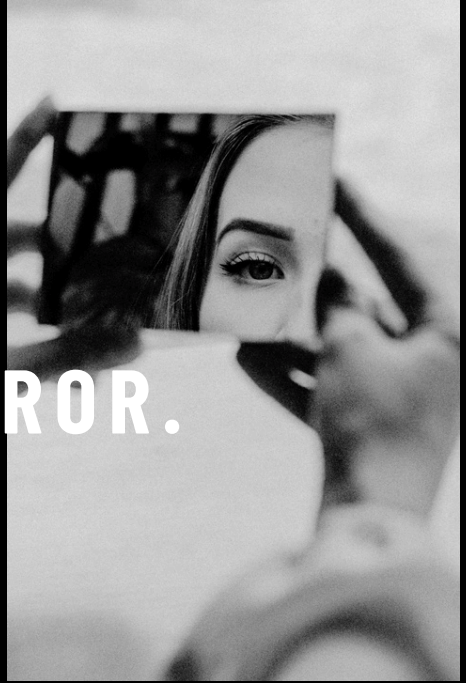
IT'S A MIRROR.

It's here to show you exactly who we are and what it takes to earn your place on this team. The right person will feel pulled in by it. The wrong person will stop reading.

Most people think attracting talent means offering perks, flex schedules, free snacks, or selling a “fun” culture. They pitch. They accommodate. They hope A-players will be seduced into joining.

And it doesn't work. Because top talent isn't looking for comfort; they're looking for opportunities to grow. In capability, in experience, in their career, and in their lives.

A-players don't want to be sold. They want to be elevated. They want to join teams where expectations are crystal clear, accountability is non-negotiable, and growth is the standard.



Because A-players are going somewhere, stagnation isn't an option. They will only hitch their horse to a wagon if they believe the team will give them at least as much as they are bringing to the table.

They want to know, before they even sit down for an interview, exactly what it takes to thrive. And they want proof that the people around them are fiercely committed to the same bar, that everyone is driven to do whatever it takes to elevate the business and each other.

If you are in it for yourself, the perks, the paycheck, 120VC is not for you. If you are the kind of leader who wants to put a dent in the universe, keep reading.

Because Thrive isn't about safety. It's about freedom earned through Intentionality, Discipline, Trust, Transparency, and Accountability to outcomes. It's about growing faster than the problems you face and lifting the people around you in the process.



So read this carefully.

If it feels too intense, it's not for you.

If it feels like the standard you've been looking for, keep going.



WHY IRREPLACEABLE LEADERS MATTER

We care passionately about building irreplaceable leaders and unstoppable teams because when you're irreplaceable, you don't worry. You don't worry about job security, annual raises, bonuses, or promotions. You don't work nights and weekends trying to keep up. You don't answer your phone during dinner or sacrifice the life you're working so hard to build.

Because you don't worry, you have space, real space, to be present in your life. To enjoy work and play. To live fully, without fear or compromise. That's what it means to be free. And that's why we have a fierce commitment to elevate those who can and will, the ones ready to step out of the matrix, stop chasing safety, and start leading lives and teams that can't be replaced because of what they create for those they serve.

WHAT IS AN UNSTOPPABLE COMPANY

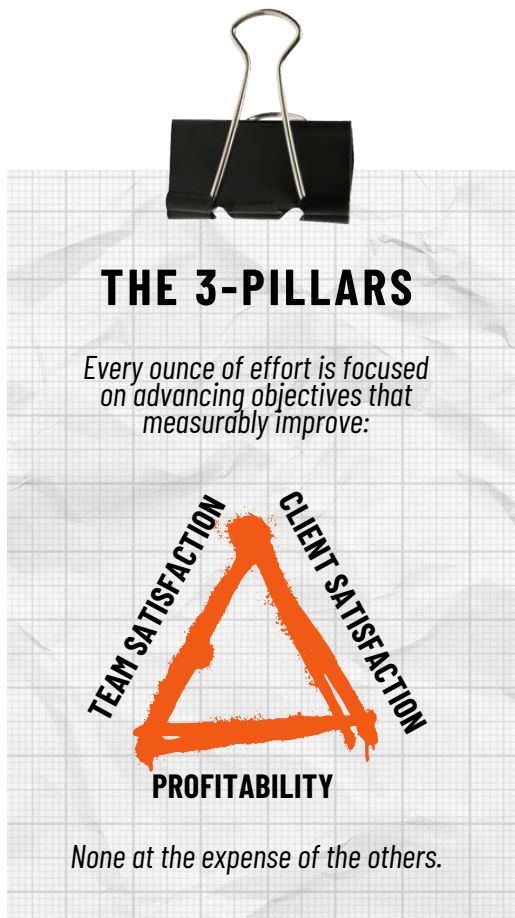
An unstoppable company is built, not born. It starts by developing irreplaceable leaders; leaders who create cultures grounded in intentionality, discipline, trust, transparency, and accountability. These aren't slogans on a wall; they're the lived behaviors that shape how people think, act, and lead every day.

Irreplaceable Leaders build Unstoppable Teams of Irreplaceable Leaders; they multiply. Within that culture, Execution Leadership becomes the engine. Implementation of Execution Leadership starts the Flywheel—it transforms intention into action, thinking into doing, and doing into outcomes. Every ounce of effort is focused on advancing objectives that measurably improve client satisfaction, team member satisfaction, and profitability (The 3-Pillars), none at the expense of the others. That is how we avoid trade-offs, short-term thinking, and align disparate teams around a single way of working that avoids conflicting interests.

Every initiative, every dollar, and every hour must have a clear vision for how it will measurably improve life for the company's three stakeholders: clients, team members, and shareholders. Clients want to feel loved. Team members want to feel successful and like they are growing. Shareholders want to see stock value growth. That's it. If we can't clearly define how something will do that, we don't do it.

As each team operates with this clarity and purpose, something remarkable happens. They stop reacting and start creating. They eliminate worry. They become unstoppable.

Clients stop worrying because they can trust that every interaction will be better than the last. Team members stop worrying because they know exactly what's expected and that their leaders will coach and invest in their growth. Shareholders stop worrying because growth becomes predictable, a natural byproduct of disciplined alignment, trust, and an unwavering focus on the only three outcomes that matter. The measurable improvement of The 3 Pillars.



When most teams in a single company reach that level of alignment, the company itself becomes unstoppable, not because it's invincible, but because it's loved.

Loved by clients who feel seen and served. Loved by team members who feel valued and free. Loved by shareholders who see the return in every measurable outcome.

That's what unstoppable looks like. A company so intentional, accountable, and trusted that everyone it touches is made better by it. That's not just success, that's freedom at scale.

THE 120 A CATEGORY DEFINITION



The 120 isn't a company. It's a declaration. A standard so high, and a commitment so fierce, that it became a movement.

We didn't join a category; we created it.

We have proven what's possible when leadership stops being a title and becomes a daily act of execution, discipline, and care. We aren't consultants, we are the 120. The builders of Irreplaceable Leaders building teams of leaders, making their companies loved. We are the ones who teach, coach, and lead in the work until every client team becomes unstoppable on their own.

The 120 defined what execution leadership looks like at scale. We multiply leaders who make their clients unstoppable. Every seat is earned. Every engagement is transformational. Every outcome measurably improves client satisfaction, team satisfaction, or profitability, none at the expense of the others. **That's the 120 Standard.** That's not a goal. That's how we work. Because freedom demands Intentionality, Discipline, Trust, Transparency, and Accountability lived at scale.

This isn't theory; it's been proven over decades to **drive 227% better results than the status quo**. This is the **120VC Execution Leadership System** in motion, clarity replacing chaos, alignment replacing noise, results replacing theater. It's how organizations cross the line from good intentions to unstoppable outcomes. When people work with us, they don't survive projects; they lead movements.

There are 120 of us, not by limitation, but by design. Each person on this team is a multiplier of impact, a leader who rejects drift, coaches clarity into every conversation, and builds teams that never need rescuing.

To say "I'm one of The 120" is to state a fact, not an aspiration. People will recognize it because it means you are the standard. You elevate everyone you touch to become irreplaceable and free. You turn cost centers into engines of growth. You replace fear with freedom. You set the pace others follow.

We don't care about or chase fame. We live our truth. And long after we're gone, people will still use our name as the measure. They'll say, *"That team operates like The 120."*

This is how it goes... Success "is ten percent luck, twenty percent skill, fifteen percent concentrated power of will, Five percent pleasure, Fifty percent pain, And a hundred percent reason to remember the name" – Fort Minor

That's The 120.

Not a company. Not a consultancy. A category.

A team so intentional, so disciplined, and so devoted to elevating others that the category didn't exist until we defined it.

THE CEO'S PURPOSE

The CEO exists to build and elevate The 120, not a consulting firm, an elite team of leaders that build irreplaceable teams and drive unstoppable companies. The CEO ensures that every seat in the 120 is earned, that every consultant multiplies impact, and that the standard of execution is lived, not preached. By creating demand at the highest levels, multiplying Execution Leaders, and amplifying the reputation of the 120, the CEO makes "One of the 120" a title the market will revere and remember long after we are gone.



OUR FIERCE STANDARD

We have a fierce commitment to elevate those who can and will. You're either someone who can and will or someone who can't or won't. Our mission can and will be served. So we're going to train, coach, and compassionately support everyone we invite into the team, and in the process, find out which they are. We are fiercely committed to quickly exiting those that can't or won't for those that can and will

THE 120

A CATEGORY DEFINITION

SHIFT QUESTIONS

1

There's no hack for becoming one of The 120. It takes grit, resilience, and hard f***ing work, every day, in public, with no shortcuts. When in your career have you been pushed beyond your limit and kept going? What did it reveal about who you are when things get hard?

2

The 120 eliminates noise, politics, and burnout-busy work. Clarity, trust, and accountability replace fear and drift. What about our culture stands out to you, and how does it solve a problem you've experienced in past teams or companies?

3

Becoming irreplaceable isn't about safety; it's about freedom earned through discipline and growth. Why would anyone in their right mind sign up for what it will take to become one of The 120, and why would you?



HOW TO MAKE THE TEAM

THE PROCESS

120

HOW TO MAKE THE TEAM

THE PROCESS

1

THE 10 ATTRIBUTES OF A 120 TEAM PLAYER

After a quick interview and thumbs up from **Talent Acquisition**, we will ask you to confirm you believe you can thrive as one of the 120. If, after reading our **Thrive document**, you feel you are driven to become one of the 120, you let Talent Acquisition know you are opting in, you'll get a ...

2

CALL WITH LEADERSHIP

Meet up with our Execution Leaders, aka our leadership team, for interviews. If there's a fit, we will prepare you for the next step...

3

PRE-TRYOUT (LETTER OF INTENT)

For the final tryout, to ensure you can thrive at 120, we have you meet and greet with a client to see if you can handle them. **The intention is to have YOU interview the client**, and through Q&A demonstrate you can crush the engagement. If you can demonstrate to 120 leadership in attendance that you can crush the engagement, and prevent the client from turning it into an interview, you will get an invite to join the team.

Before the actual tryout, we'll provide you with a Letter of Intent (LOI) outlining the terms of joining the team, responsibilities, comp, and benefits. This isn't an offer, just us making sure we're clear on terms and avoid any conflicts before lacing up. To lock in, we'll ask you to sign the LOI. From there, your future 120VC practice lead will prep you to crush the tryout.

4

THE TEAM TRYOUT (FINAL INTERVIEW)

This is the client meet-and-greet. It's essential that you treat this like you already have the job. This is the initial client meeting where you and your Execution Leader interview the client to understand their needs, essentially the kick-off meeting.

This allows 120VC and the candidate to evaluate how well they collaborate in a game-time situation with our client. We set up a meeting with the client, prep you to impress with mad consulting skills, and see how well we work together on the field. Do not allow the client to turn this into an employment interview. Just start the engagement.

5

INVITATION TO JOIN THE TEAM

You just knocked the Tryout out of the park. The clients are big fans, and so are we. You will now be invited to join The 120, and sent an offer letter.

6

TRIAL PERIOD (ONBOARDING & TRAINING)

You've just been called up from the minors to the major leagues at 120VC, entering a critical phase where your performance and ability to apply what you learn are closely monitored, just like a major league player assessed for their fit in the big games. You'll receive coaching, training, and a roster spot to master our playbook alongside our leadership.

Additionally, you've earned a scholarship to our **16-week Executive Leadership Performance Accelerator (ELPA)** led by our CEO & Founder, J. Scott. Here, you're expected to learn and actively apply every lesson with our clients, proving you're indispensable to our team. This is your opportunity to make a lasting impression on our Founder and demonstrate that you can handle the major league challenges and thrive.

7

THE BIG LEAGUES (MASTERY)

You've mastered our playbook, together, as a team, we've implemented our ways of working, transformed a client from a cost center to a profit center, and helped them become Irreplaceable. We've made a dent in the universe, and you have cemented your place as one of the 120.

TOP 10 ATTRIBUTES



**"YOU'RE NOT IN A BAND BECAUSE YOU'RE THE BEST
MUSICIAN, YOU'RE IN A BAND BECAUSE YOU'RE THE
RIGHT PERSON."**

— Dave Grohl, Nirvana & Foo Fighters

"LEADERS MUST OWN EVERYTHING IN THEIR WORLD. THERE IS NO ONE ELSE TO BLAME"

- Jocko Willink & Leif Babin, Extreme Ownership

Extreme Ownership of Outcomes



- ✓ **Mindset Shift:** Every team member must think and act like the owner of every outcome produced by the team. We succeed together, or fail and learn together, but we will always move forward as one team. This means taking accountability for our actions, decisions, and results, regardless of our role or seniority. Take seriously how our actions positively or negatively impact the satisfaction, reputation, and workload of other team members.
- ✓ **Relentless Focus on Client Outcomes:** ·We don't "dotasks", we deliver outcomes that measurably improve our clients' satisfaction, team satisfaction, and/or profitability, none at the expense of the other.
- ✓ **If you see something, do something:** fix it, lead it, own it.
- ✓ **Proactive Problem-Solving:** Instead of waiting for instructions, anticipate problems, identify risks, and propose solutions. We challenge assumptions (using methods like the Ladder of Inference) and drive toward fact-based solutions.

Does this sound like you? Yes No

"THE STRENGTH OF THE TEAM IS EACH INDIVIDUAL MEMBER. THE STRENGTH OF EACH MEMBER IS THE TEAM."

– Phil Jackson, former NBA coach, known for leading the Chicago Bulls and Los Angeles Lakers to multiple championships

Unwavering Commitment to a Team-Focused Culture



- ✓ **Collaboration Over Individualism:** Ideas and solutions must benefit the team as a whole, not just the individual. We don't create new ways of working before checking with the team to see if we have an existing solution. There is no "I" in team.
- ✓ **Proactively Support Colleagues:** Success is a collective effort. Team members are expected to assist one another, sharing responsibility for solving challenges and achieving objectives
- ✓ **Seeking and offering help is a sign of strength, not weakness.**
- ✓ **Freely Share Knowledge:** Knowledge sharing is a cornerstone of our culture. Team members are expected to openly share insights and expertise to ensure the entire team grows and thrives together. Our Daily Focusing Exercise is an excellent way to do this efficiently.
- ✓ **Measure Success by Team Impact:** Performance is assessed based on contributions to team unity, problem-solving, and overall success. Individual accomplishments are celebrated only when they enhance the team's collective outcomes.

Does this sound like you? Yes No

"WHAT GETS MEASURED GETS IMPROVED."

– Peter Drucker, Management Consultant, Educator & Author

Relentless Focus on Measurable Outcomes



- ✔ **Track, Measure, Improve:** Market leaders differentiate themselves by delivering tangible, data-driven results. Each team member must ensure that every initiative has clear, measurable outcomes that are tracked and shared regularly.
- ✔ **Drive Cost Centers into Profit Centers:** Every role, from leadership to operations, must see their primary role as **driving measurable improvements to Client Satisfaction, Team Satisfaction, and/or Profitability (The 3-Pillars), none at the expense of the others.** The concept of "The 3 Pillars" must be the north star for every initiative.
- ✔ **Outcomes over Activities:** The team must reject "busyness" in favor of results. It's not about how many meetings we attend or how many hours we work, it's about the outcomes we deliver, and the growth we create for the company.
- ✔ **Be Disciplined About the Work We Don't Do:** If we don't understand how the work will measurably improve one or all of the three pillars, we don't work on it!

Does this sound like you? Yes No

"CUSTOMERS DON'T ALWAYS KNOW WHAT THEY WANT UNTIL YOU SHOW IT TO THEM."

— Steve Jobs, Co-Founder of Apple

Relentless Focus on Client Success (Not Just Client Satisfaction)



- ✓ **Client satisfaction is how they feel:** Client Success is What They Achieve.
- ✓ **Prioritize Success:** Over "keeping people happy." Because when we deliver measurable outcomes like profitability, growth, and effectiveness, clients become satisfied by default.
- ✓ **Empathy & Active Listening:** Every client has different needs, and team members must use empathy to understand their perspectives and tailor solutions without sacrificing our proven ways of working. Listen first, then lead.
- ✓ **We expect every team member to challenge client requests if they're misaligned with best practices or their long-term success.** Respectfully, But Firmly.
- ✓ **Create Advocates, Not Just Satisfied Clients:** Client satisfaction is good, but advocacy is better. Each person must strive to turn clients into advocates who recommend us to their network, leading to organic growth and market recognition.

Does this sound like you?

Yes

No

“LISTEN, CHALLENGE, COMMIT. A STRONG LEADER HAS THE HUMILITY TO LISTEN, THE CONFIDENCE TO CHALLENGE, AND THE WISDOM TO KNOW WHEN TO QUIT ARGUING AND TO GET ON BOARD.”

— Kim Scott, Radical Candor

Radical Transparency & Respectful Challenge



- ✓ **We're not "yes people":** We don't agree just to avoid conflict.
- ✓ **We believe in challenging ideas, not people:** Every team member must be comfortable asking tough questions and challenging assumptions, even if it's uncomfortable.
- ✓ **Respectful challenge is core:** To growth, accountability, and success.

Does this sound like you? Yes No

“EXECUTION LEADERS AREN'T REACTING TO THE FUTURE BECAUSE THEY ARE FOCUSED ON CREATING THE FUTURE”

– J. Scott, Founder & CEO 120VC

Consistency, Discipline & Intentionality



- ✓ **Adhere to the Daily and Weekly Focusing Exercises:** If everyone commits to being intentional about their time, disciplined in their actions, and focused on teamwork, it will create alignment across the organization.
- ✓ **Be Predictable, Not Reactive:** Market leaders are known for their predictability and reliability. If clients know they can rely on every member of the team to deliver on time, every time, our team becomes synonymous with excellence.

Does this sound like you? Yes No

"GROWTH IS THE GREAT SEPARATOR BETWEEN THOSE WHO SUCCEED AND THOSE WHO DO NOT."

— John C. Maxwell, Leadership Expert & Author

Consistent Growth & Development



- ✔ **Learn Fast, Teach Others:** To scale and maintain market leadership, every team member must not only develop themselves but also become a teacher. Every skill mastered should be shared with teammates & clients, so the organization and our clients grow collectively.
- ✔ **Take Full Advantage of Every Learning Opportunity:** Attend every training, engage fully in Leadership Accelerator Forums, and leverage the wisdom of seasoned Execution Leaders. No one should “coast” on their previous skills.
- ✔ **Cross-Skill and Upskill:** To become and maintain market leadership, the organization needs flexible, multi-skilled team members. Everyone should pursue learning beyond their core job description to drive collective capability growth.

Does this sound like you? Yes No

**"MASTERY IS NOT ABOUT PERFECTION,
IT'S ABOUT CONSTANT IMPROVEMENT."**

— James Clear, Atomic Habits

Mastery of 120VC's Proven Practices



- ✔ **Commitment to Continuous Learning & Certification:** Mastery of our guidebooks, tools, and ways of working is not a "nice to have": it's how we work, a non-negotiable baseline. Every team member must be committed to achieving and maintaining mastery of our proven ways of working.
- ✔ **Adopt and Champion our Way of Working:** Every team member should model and reinforce our approach to transformation. This ensures consistency in delivery, which is crucial for scaling the company's reputation and influence in the market.
- ✔ **Seek Mastery, Not Just Competency:** Mastery is a key differentiator. If every team member achieves mastery in their role, clients will see a difference in the quality of leadership, guidance, and results, which positions us as the market leader.

Does this sound like you? Yes No

"THE TRUE MISSION OF LEADERSHIP IS NOT ABOUT GETTING PEOPLE TO FOLLOW YOU, BUT GETTING PEOPLE TO BELIEVE IN THE MISSION."

– Simon Sinek, *Start with Why*

Unwavering Alignment with 120VC's Mission



- ✓ **Mission-First, Ego-Last:** For our team to achieve its mission, every team member must prioritize the mission over personal gain, title, or recognition. We succeed as a team or we don't succeed at all.
- ✓ **Promote the Mission Externally:** Every team member becomes a brand ambassador for the team. Whether on LinkedIn, during client calls, or at industry events, everyone should champion the mission.
- ✓ **Model the Market Leader Mindset:** Each member must understand that they represent the team, and every interaction they have with clients, prospects, and the community either builds or diminishes our reputation.

OUR MISSION

To be the **recognized market leader** for transforming cost centers within Fortune 1000 companies and Start-Ups into profit centers that drive growth for their companies. We achieve this by equipping teams with our proven practices so they can focus their efforts on driving outcomes that measurably improve customer satisfaction, team satisfaction, and profitability.

Does this sound like you? Yes No

THE TOP 10 ATTRIBUTES

10

OF EVERY TEAM MEMBER

**"I'M A BIG BELIEVER IN MAKING YOUR CUSTOMER
THE HERO OF YOUR STORY."**

— Sara Blakely, Founder of Spanx

Client Obsession & Proactive Advocacy



- ✓ **Be Obsessed with Client Success:** Every team member must see themselves as a client success advocate. If a client is struggling, it's everyone's problem, and everyone should be involved in finding solutions.

- ✓ **Identify Growth Opportunities:** Every client interaction is an opportunity for growth. If team members listen, anticipate client needs, and seek to improve something or eliminate drag, it drives top-line revenue growth for the company. Growth is good for everyone on the team.

- ✓ **Deliver Excellence Consistently:** If every member of the team delivers excellence in every interaction, we'll be seen as an Irreplaceable Partner, not a vendor, service provider, or ticket taker. This is how individual teams elevate their company to market leaders.

Does this sound like you? Yes No

RECAP THE TOP 10 ATTRIBUTES

120VC is not for everyone. And that's OK.

The kind of people who thrive here are 120% intentional, team players, and leaders who embrace these attributes:

1

Extreme Ownership of Outcomes



2

Unwavering Commitment to a Team-Focused Culture



3

Relentless Focus on Measurable Outcomes



4

Relentless Focus on Client Success

(Not Just Client Satisfaction)



5

Radical Transparency & Respectful Challenge



6

Consistency, Discipline & Intentionality



7

Consistent Growth & Development



8

Mastery of 120VC's Proven Practices



9

Unwavering Alignment with 120VC's Mission



10

Client Obsession & Proactive Advocacy





ARE YOU ONE OF THE 120?

SHIFT QUESTIONS

1

Tell me about a brand, company, or team you genuinely love. What did they do that made you feel connected to them, and how did you show your support?

2

Think about a time you were part of something that made people's lives better. What role did you play, and what made that experience meaningful for you?

3

When you think about work that truly matters, the kind that makes people's lives easier, builds trust, and creates freedom, what does that look like to you. How does that align with the mission of The 120?

HOW TO
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AT 120VC

