




HOW TO THRIVE @120VC

HELLO



We are 120VC. For over two decades, we've transformed Fortune 500 business by enabling their teams to consistently deliver transformational outcomes with a leadership approach that combines consulting services, training, and coaching. Earning us the reputation as the Get Shift Done Company.

But you already know that.

A large, stylized orange question mark with a grainy, spray-painted texture. It has several orange paint drips hanging from the bottom. The question mark is positioned to the left of the text.

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



120 LEADERS WANTED.

Are you the kind of person who would thrive at 120VC? The truth is, few are. And that's OK. We aim to make a big impact, not build a big company. In fact, we've intentionally capped our consulting services team at 120 people. But not just any people—people driven to accomplish something greater than themselves.

We're not looking for individuals who want to simply "do tasks" or "check boxes." We're looking for people who want to own outcomes and, as Steve Jobs said, "put a dent in the universe." People who get fired up by mastery, growth, and the rewards of being part of a purpose-driven, high-performing team.

The people at 120VC are a different breed. None of us think or look the same, yet we share the same DNA. This document will give you insight into the kind of person who thrives at 120VC, how they think, and how they approach their role. If you see yourself in the following pages, we'd love to work with you. If not, that's okay too. Our goal is to be transparent so you can make the best decision for your career.

**IF YOU'RE READING THIS, YOU HAVE BEEN IDENTIFIED AS
A CANDIDATE TO BECOME ONE OF THE 120.**





WE'RE A HIGH PERFORMING TEAM.

We play to win. We have a winning system, culture, and playbook. We are looking for high-performing leaders to join us, master our playbook, and use it to transform our client's cost centers into profit centers. Over the next couple of weeks, we will interview you like a Professional Sports Athlete to see if this is the right fit for both of us.



HOW TO MAKE THE TEAM

#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 possess **The 10 Attributes** that each 120-person lives by. If after reading this you feel you can thrive at 120, it's how you play, you'll get a ...

#2

CALL WITH LEADERSHIP

Meet up with the coaches, aka, our leadership team for interviews. If there's a fit, you'll be prepped for what's next...

#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)

For your final interview with us, you will perform a trial gig. 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.



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.



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 14-week Transformational Leadership Program 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.



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 in the GSD Hall of Fame as a winning, and irreplaceable leader.





HOW TO THRIVE HERE

THE TEAM PLAYER

THIS IS WHO WE ARE ...

THE TOP 10 ATTRIBUTES WE
EXPECT FROM EVERY TEAM MEMBER

120





"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: "I am 120VC"** — Every team member must think and act like an owner. This means taking accountability for their actions, decisions, and results, regardless of their role or seniority. Take seriously how your actions positively or negatively impact the satisfaction, reputation, and workload of other team members.
- ✔ **Relentless Focus on Client Outcomes** - We don't "do tasks" — we deliver outcomes that measurably improve our client's customer satisfaction, team member satisfaction, and/or profitability, none at the expense of the other.
- ✔ If you see something that's not working, **you fix it, you lead it, you own it.**
- ✔ **Proactive Problem-Solving** — Instead of waiting for instructions, team members anticipate problems, identify risks, and propose solutions. They 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** — At 120VC, 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 at 120VC 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 Improved Customer Satisfaction, Team Member Satisfaction and/or Profitability (The 3 Pillars)** for the client. 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.

If you 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." Why? 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 120VC 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 Malone 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



“TRANSFORMATIONAL 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 120VC's 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, 120VC 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 become a market leader, 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 grows collectively.
- ✓ **Take Full Advantage of 120VC's Resources** — Attend every training, engage fully in the Leadership Accelerator Forum, and leverage the wisdom of Practice Leads. No one should "coast" on their previous skills.
- ✓ **Cross-Skill and Upskill** — To become a market leader, 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, Author of Atomic Habits

Mastery of 120VC's Proven Practices



- ✓ **Commitment to Continuous Learning & Certification** — Mastery of 120VC's guidebooks, tools, and ways of working is not a "nice to have" — it is our product, what we sell our clients, it's a non-negotiable baseline. Every team member must be committed to achieving and maintaining mastery of 120VC's Ways of Working.
- ✓ **Adopt and Champion the 120VC Way of Working** — Every team member should model and reinforce 120VC's 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 120VC 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, Author of Start with Why

Unwavering Alignment with 120VC's Mission



- ✓ **Mission-First, Ego-Last** — For 120VC to achieve its mission, every team member must prioritize the company's 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 120VC. Whether on LinkedIn, during client calls, or at industry events, everyone should champion the mission of transforming cost centers into profit centers.
- ✓ **Model the Market Leader Mindset** — Each member must understand that they represent 120VC, and every interaction they have with clients, prospects, and the community either builds or diminishes 120VC's 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 member satisfaction, and profitability.

Does this sound like you? ☐ Yes ☐ No



"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 Expansion Opportunities** — Every client interaction is an opportunity for growth. If team members listen, anticipate client needs, and see expansion opportunities, it drives top-line revenue growth for 120VC.
- ✓ **Deliver Excellence Consistently** — If every member of 120VC delivers excellence in every interaction, 120VC will be seen as an Irreplaceable Partner, not a vendor. This is how boutique firms become market leaders.

Does this sound like you? ☐ Yes ☐ No

RECAP

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

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



Extreme Ownership of Outcomes



Unwavering Commitment to a Team-Focused Culture



Relentless Focus on Measurable Outcomes



Relentless Focus on Client Success
(Not Just Client Satisfaction)



Radical Transparency & Respectful Challenge



Consistency, Discipline & Intentionality



Consistent Growth & Development



Mastery of 120VC's Proven Practices



Unwavering Alignment with 120VC's Mission



Client Obsession & Proactive Advocacy

**"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



Does this sound like you? ☐ Yes ☐ No

If these 10 attributes not only describe you, but excite you, then get after it!