

# Business Evolution

This Free Masterclass Helps You Drive Innovation-Led Growth In Your Business

## Weekly Business Reviews (WBRs)



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# Overview: Weekly Business Reviews (WBRs)



## What does the masterclass cover?

- Gathering Data on Your Company's Weekly KPIs
- Organizing and Structuring Your Weekly KPI Data
- Convening the relevant stakeholders and team members
- Engaging in a Constructive Discussion on Weekly KPIs
- Crafting Effective Action Plans from WBR Insights
- Assigning Responsibilities for Effective Implementation
- Scheduling and Preparing for the Subsequent WBR

### How does this help you?

This masterclass teaches you to effectively conduct WBRs, which serve as a powerful tool for staying aligned with all of your business goals, ensuring you remain agile and responsive to market changes.

### How does this accelerate your growth?

Regular WBRs enable you to quickly identify trends, adjust strategies, and capitalize on opportunities, significantly speeding up your business's ability to scale and innovate.

### How does this delight your customers?

By using WBRs to stay on top of operational efficiencies and market shifts, you can enhance your service or product offerings, directly improving customer satisfaction and engagement which drives growth.

### How does this empower your team?

WBRs create a rhythm of accountability and transparency, empowering your team with clear objectives and real-time feedback, which boosts motivation and fosters a culture of continuous improvement.

### Where is this Masterclass available?

**The free masterclass and playbook are available at:**  
<https://howdo.com/masterclass/tools/weekly-business-reviews/>

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Business Evolution

# MASTERCLASSES

Overview



# Business Evolution Teaches You Innovation – for Free

## What Is Innovation?

**Innovation** is the process of introducing new **solutions** to your business.

**Solutions** can be products, platforms, processes, services, technologies, experiences, and brands.

## How Does Innovation Help You?

### Innovation helps business leaders:

- **Grow revenue** by identifying untapped markets and creating new solutions. *E.G.: **Amazon** created the cloud computing category by launching AWS.*
- **Decrease operating costs** through automation, continuous improvement, supply chain optimization, and efficient resource use. *E.G.: **Toyota** reduced waste and costs with lean manufacturing and just-in-time inventory.*
- **Delight customers** by improving customer service, anticipating needs, and personalizing experiences. *E.G.: **Netflix** keeps users engaged with AI-based content recommendations, increasing engagement and reducing churn.*
- **Mitigate risks** by proactively identifying and addressing potential threats. *E.G.: **Siemens** uses AI-powered sensors to predict maintenance and prevent failure.*
- **Empower teams** to increase productivity by automating tasks while accelerating creativity. *E.G.: **Google**'s innovation policy led to the creation of two of their most popular products: Gmail and AdSense.*
- **Attract investors.** Investors prefer innovators. *E.G.: The most innovative companies are consistently the most valuable companies: **Alphabet (Google), Amazon, Apple, Meta (Facebook), and Microsoft.***



# Business Evolution Gives You a Comprehensive Curriculum

These **Free** Masterclasses Walk You Step-By-Step Through the Innovator's Journey

01

## Mindset



Develop the mindsets that drive business innovation and growth.

- [Growth Mindset](#)
- [Resilience](#)
- [Continuous Learning](#)
- [Data-Driven Decisions](#)
- [Customer Obsession](#)

02

## Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
- [Market Analysis](#)
- [Solution Analysis](#)

You Are Here

03

## Tools



Boost growth using proven tools from top companies.

- [Key Performance Indicators](#)
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## Team



Build talented teams that act with urgency to drive growth.

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# Business Evolution was Created by an Innovation Expert

**West Stringfellow** created Business Evolution.

**West** has over 27 years of experience growing startups and Fortune 500s with innovation:

- **Innovation Leader**
  - **Amazon:** Senior Product Manager
  - **PayPal:** Senior Director, Product & Platform Innovation
  - **Rosetta Stone:** Chief Product Officer
  - **Target:** Vice President, Innovation and Entrepreneur in Residence
  - **Techstars:** Created & led the Techstars + Target Startup Accelerator
  - **Visa:** Vice President, European eCommerce & Innovation
- **Inventor:** Awarded five patents for advertising, payments, and social technologies
- **Entrepreneur:** Sold two patents to a Fortune 50 company
- **Coach:** Empowered hundreds of entrepreneurs, executives, and teams

**West founded HowDo in 2017** to democratize innovation.

Dear Innovator,

To help you grow your business using innovation, I'm excited to offer you HowDo's **free** Business Evolution Masterclasses.

These Masterclasses contain actionable insights that you and your team can use to grow your business today. They distill the growth formulas used by the world's most innovative companies into step-by-step guides designed to transform your business ideas into profitable realities.

Having spent nearly three decades navigating the highs and lows of innovating in Fortune 500s and bootstrapped startups, I designed these Masterclasses to work for your business, regardless of size or budget.

I am sharing these Masterclasses as part of my ongoing commitment to democratize innovation.

Wishing you the very best,



West Stringfellow

Founder & CEO, HowDo  
Creator, Business Evolution



Tools

# WEEKLY BUSINESS REVIEWS

Introduction





# Weekly Business Reviews (WBRs)

Weekly Business Reviews (WBRs) are a consistent meeting where you and your team can dive into your KPIs every week, ensuring you and your team are always on the same page.

WBRs help you and your team make **decisions with clarity, boost team collaboration, accelerate decision making, and steer your business confidently forward.**



# Weekly Business Reviews (WBRs)

In this training, you will:



Understand the **core of WBRs as a consistent meeting to drive impactful business leadership**



**Delve into your KPIs every week, enabling data-driven decisions that set you apart.**



**Strengthen team alignment and clarity in decision-making, ensuring everyone is on the same page.**



**Recognize the power of consistency in WBRs, keeping you and your team in sync.**



**Master effective scheduling to ensure participation from key stakeholders and maintain alignment.**



**Learn to set focused objectives and agendas for each WBR, driving productivity.**



**Embrace continuous improvement by valuing feedback and fine-tuning your strategies.**

# Weekly Business Reviews (WBRs)

## Skills that will be explored



**Weekly Business Reviews  
(WBRs)**



**Key Performance  
Indicators (KPIs)**



**Data-driven  
decisions**



**Consistent  
Feedback**



**Continuous  
Improvement**

# Unlocking Success with Weekly Business Reviews (WBRs)

**Imagine this:** A dedicated time each week where your team huddles, not just for the sake of meeting, but to genuinely dissect your company's key performance indicators (KPIs). It's a space where everyone collectively identifies trends, uncovers challenges, and plots the next big move. This isn't just any meeting; it's a WBR. Weekly Business Reviews (WBRs) help ensure you're not just keeping up but truly leading the way.

Why should you care? Well, consider the WBR as your business's pulse-check. In today's whirlwind of technological advancements and ever-shifting consumer demands, it's easy to get lost. But with WBRs, you gain a systematic approach to staying in tune with your business's heartbeat, ensuring you're always in sync with its rhythms and ready to dance to its beats.

In business, **knowledge isn't just power—it's progress.** By embedding WBRs into your routine, you're setting your team, your career, and your business up for the kind of success that's not just about numbers, but real, impactful growth.

## The magic of WBRs:



### Stay Informed

Dive deep into data, understand what's working, and spot areas ripe for innovation.



### Collaborate Effectively

Foster a culture where teams rally together, share insights, and strategize for success.



### React Swiftly

With a weekly check-in, you can pivot and adapt faster than ever, ensuring you're always a step ahead of the curve.

# Unlocking Success with Weekly Business Reviews (WBRs)

1



## What is it

The task involves conducting Weekly Business Reviews (WBRs) – structured meetings dedicated to reviewing and discussing your company's key performance indicators (KPIs).

2



## Why is it Important

Conducting WBRs empowers you to make data-driven decisions, swiftly address arising challenges, and formulate impactful business strategies. By consistently evaluating your KPIs, you ensure your business remains agile and competitive.

3



## When and Where it Should be Done

You should conduct WBRs weekly. This consistent frequency enables you to stay attuned to your business's performance, enabling you to react promptly to any emerging trends or challenges. WBRs can be conducted in a dedicated conference room, an office space, or through virtual meeting platforms, depending on your organization's preferences and the availability of resources.

4



## Who Should be Involved

Besides you, key stakeholders and relevant team members should be involved in WBRs. This includes department heads, team leaders, and any other personnel responsible for the KPIs being reviewed.



# Unlocking Success with Weekly Business Reviews (WBRs)

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## How You Do It

The difference in conducting WBRs is ensuring that the meeting is a powerful tool for business strategy and growth.

### To conduct a WBR:

1



Gather **relevant data** on your company's KPIs for the week.

2



**Organize and present the data** in a comprehensible format.

3



Convene the relevant **stakeholders and team members**.

4



Discuss the findings by **highlighting trends, achievements, and areas of concern**.

5



**Formulate action plans or strategies** based on the insights derived.

6



Assign responsibilities for the implementation of the devised plans.

7



Schedule the next WBR, with an action item to **review the outcomes** of the implemented strategies.

Tools

# WEEKLY BUSINESS REVIEWS

Gathering Data on Your Company's Weekly KPIs



# Gathering Data on Your Company's Weekly KPIs

For a successful **Weekly Business Review (WBR)**, **accurate and relevant data is the foundation.**

**Gathering this data ensures** that the **discussions and decisions in subsequent steps** are **grounded in reality** and **not based on assumptions.**

Hence, the process should be **methodical and comprehensive.**



## Identify the KPIs

Start by listing down the key performance indicators (KPIs) that are crucial for your business. These KPIs should align with your company's goals and objectives. For instance, if revenue growth is a primary focus, then weekly sales data might be a key metric.



## Use Reliable Data Sources

Ensure the data comes from credible and reliable sources. This could be your company's internal databases, CRM system, sales platforms, or any other tool where performance data is recorded.



## Automate Data Retrieval

If possible, utilize automation tools or software that can extract the required data without manual intervention. Automation ensures efficiency and consistency in data collection.



## Check Data Integrity

Once the data is gathered, quickly review it to check for any discrepancies or anomalies. This step is crucial to ensure your WBR is based on accurate information.



## Compile the Data

Bring together the collected data in one centralized location, be it a spreadsheet, a dashboard, or any other data visualization tool. Consolidation aids in easy access and analysis during the WBR.

# 1 Gathering Data on Your Company's Weekly KPIs

By meticulously gathering your company's weekly KPI data, you ensure that your WBR discussions are grounded in actual performance metrics. This accuracy is pivotal for making informed decisions that can propel your business forward.

Furthermore, having a **clear picture of your performance metrics allows your team to identify areas of excellence.**



Tools

# WEEKLY BUSINESS REVIEWS

Organizing and Structuring Your Weekly KPI Data





# Organizing and Structuring Your Weekly KPI Data

**Step 2 ensures that the data serves its purpose:** to inform, enlighten, and guide strategic decision-making.

The crux of this step is to make the data both accessible and interpretable. The raw data, while crucial, might be overwhelming or confusing to many. By organizing it and presenting it in a digestible manner, you facilitate effective analysis, discussion, and decision-making in the subsequent steps of the WBR. The document will be used to provide specific guidance on the best practices and tools for this task.



## Data Organization

Begin by segmenting your data based on categories or departments. This ensures that similar metrics are grouped together, simplifying the analysis process. For instance, financial metrics can be grouped separately from customer feedback metrics.



## Choose Appropriate Visualization Tools

The document mentions the importance of using tools that can help visualize data effectively. Consider tools such as Excel, for basic visualizations, or more advanced platforms like Tableau or Microsoft Power BI for intricate data sets. The right tool can transform numbers into meaningful insights.



## Highlight Key Trends

Within your presentation, ensure that significant trends, whether positive or negative, are emphasized. This ensures that critical points are not lost in the sea of data.



## Use Descriptive Labels

To minimize ambiguity and make it easier for stakeholders to understand the data, ensure that every chart, graph, or table has clear and descriptive labels.



## Provide Context

Where relevant, provide context to the data. This could be in the form of annotations, historical comparisons, or industry benchmarks. Context can help stakeholders understand the significance of the data points.



## Interactive Dashboards

If using advanced tools, consider creating interactive dashboards that allow stakeholders to delve deeper into specific areas of interest, fostering a more engaged and proactive approach to data analysis.



## Practice Your Presentation

Before the WBR, familiarize yourself with the data presentation. Ensure that you can guide stakeholders through it smoothly, addressing questions and highlighting key points.

# Organizing and Structuring Your Weekly KPI Data

By organizing and presenting your data effectively, you set the stage for a productive WBR. Clear, comprehensible data presentations can lead to sharper insights, more informed discussions, and actionable strategies. For your business, this leads to decisions grounded in reality and ensures your strategies are both relevant and impactful.

For your team, a clear understanding of the data fosters alignment by ensuring everyone is on the same page regarding the company's performance and direction.



Tools

# WEEKLY BUSINESS REVIEWS

Convening the relevant stakeholders and team members



# Convening the Relevant Stakeholders and Team Members

**Step 3 is geared towards not just having a meeting, but ensuring that the meeting is a powerful tool for business strategy and growth.**

The effectiveness of a WBR hinges largely on the people present. Their insights, expertise, and feedback can transform raw data into actionable strategies. Thus, it's crucial to ensure the right people are in the room (or virtual meeting)..

**The document will guide us on how to identify these individuals and ensure their participation**

## **Identify the Key Participants**

Before sending out invites, make a list of essential personnel. These are individuals directly linked to the KPIs being discussed. Typically, this would include department heads, team leaders, and specialists. The uploaded document may provide specifics on roles crucial for your organization's WBRs.

## **Notify in Advance**

Considering the packed schedules of executives and key team members, it's vital to notify them well in advance. This ensures they can block off time and come prepared.

## **Set a Clear Agenda**

Along with the invite, send out a clear agenda. Outline the key points of discussion, any preparatory work required, and the expected outcomes of the WBR. This helps attendees prepare and ensures the meeting is productive.

## **Choose the Right Environment**

Whether it's a physical meeting room or a virtual platform, ensure the environment is conducive to focused discussions. This means a quiet room, the necessary tech setup for presentations, and a comfortable seating arrangement.

## **Encourage Active Participation**

It's not enough for stakeholders to be present; they need to be active contributors. At the start of the WBR, set the expectation that everyone's input is valuable and that open, constructive discussions are encouraged.

## **Set Ground Rules**

Especially for larger WBRs, set some ground rules. This could include no interruptions when someone is speaking, sticking to the set agenda, and ensuring discussions remain constructive.

# Convening the Relevant Stakeholders and Team Members

Convening the right stakeholders ensures that your WBR benefits from diverse insights and expertise. This collaborative approach means decisions are holistic, taking into account various facets of the business. For your product, this means strategies that are well-rounded and considerate of all relevant factors.

For your team, it fosters a sense of collective ownership and alignment. And for your business, it ensures that decisions are made with a comprehensive understanding, driving more effective strategies and better outcomes.





Tools

# WEEKLY BUSINESS REVIEWS

Engaging in a Constructive Discussion on Weekly KPIs



# Engaging in a Constructive Discussion on Weekly KPIs

**Step 4 is designed to ensure that discussions are not just routine check-ins, but powerful strategy sessions that drive business growth.**

The discussion phase is where raw data transforms into actionable insights. It's where the collective wisdom of the convened team dissects the presented data, identifies trends, celebrates successes, and flags concerns. The aim is to ensure that everyone is on the same page and that there's a clear understanding of the business's current standing.



## Begin with Achievement

Start the conversation on a positive note by first acknowledging what went well. Highlight any KPIs that exceeded expectations or notable achievements from specific departments or teams.



## Transition to Trends

Using the organized data, walk the team through noticeable trends. This could be patterns emerging over multiple weeks or sudden spikes and drops in specific metrics. The goal is to understand the 'why' behind these trends.



## Address Areas of Concern

With achievements and trends covered, it's time to delve into metrics that didn't meet expectations. Address any concerns or anomalies in the data, seeking insights from relevant stakeholders to understand the root causes.



## Promote Open Dialogue

Encourage all participants to share their perspectives. The more comprehensive the discussion, the richer the insights. Remember, the goal is collective understanding and problem-solving, not finger-pointing.



## Document Key Takeaways

As the discussion progresses, ensure someone is tasked with documenting key insights, action items, and concerns. This will be crucial for the subsequent steps of formulating action plans and assigning responsibilities.



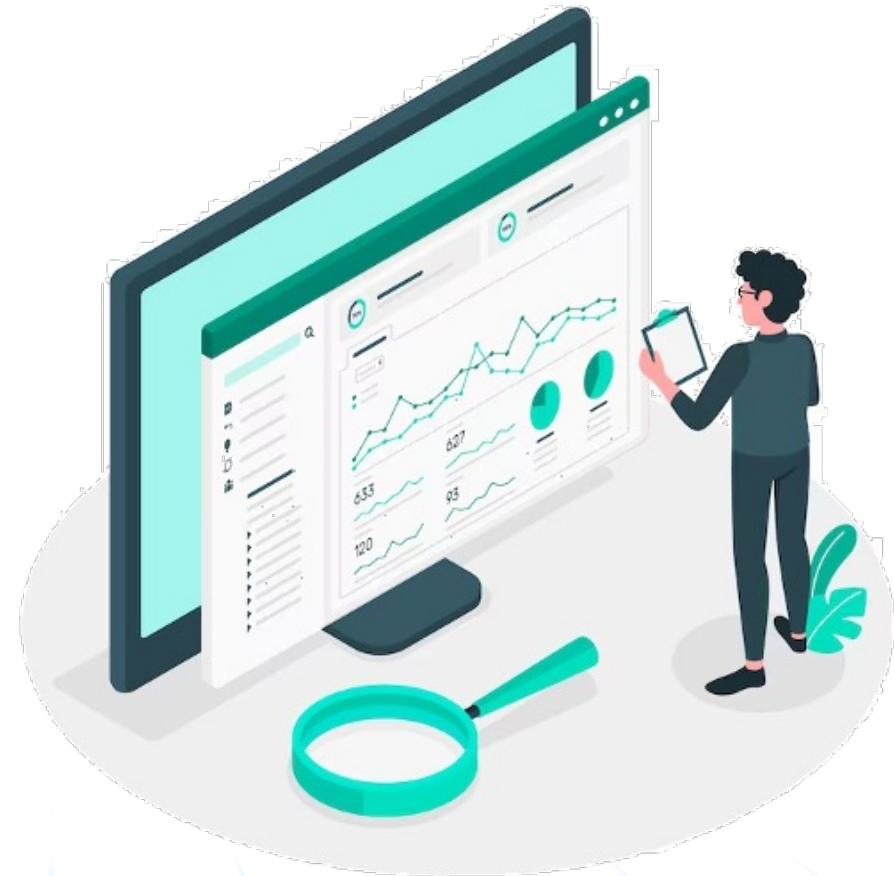
## Summarize and Confirm Understanding

Before concluding the discussion, provide a brief summary of the main takeaways. This ensures that everyone leaves with a clear understanding and there are no ambiguities.

## 4 Engaging in a Constructive Discussion on Weekly KPIs

Engaging in a thorough discussion of your company's weekly KPIs ensures that every stakeholder is aligned and informed. It provides clarity on where the company stands, what's working, and what needs attention. For your product, this means strategies that are grounded in real-world performance data.

For your team, it fosters alignment, ensuring everyone is working towards common goals. And for your business, these discussions drive informed and impactful decision-making, propelling your business towards its objectives.



Tools

# WEEKLY BUSINESS REVIEWS

Crafting Effective Action Plans from WBR Insights



# Crafting Effective Action Plans from WBR Insights

**Step 5 is where the rubber meets the road. It's the transition from understanding to action, and its effectiveness will determine the impact of the entire WBR process.**

Post-discussion, the next critical phase is to turn insights into actionable plans. It's the bridge between understanding and execution. The strategies formulated here will guide the company's actions in the ensuing week(s) and will be pivotal in addressing concerns and leveraging strengths.



## Prioritize Insights

Not all insights will carry the same weight or urgency. Start by categorizing the insights derived from the discussion in terms of their impact and immediacy. This will help focus resources on the most pressing or impactful items first.



## Brainstorm Solutions

For each prioritized insight, brainstorm potential strategies or actions. This should be a collaborative effort, drawing on the expertise of the relevant stakeholders. Remember, diversity of thought often leads to the most innovative solutions.



## Evaluate Feasibility

Before finalizing any action plan, assess its feasibility in terms of resources, time, and potential risks. This ensures that the strategies are not just good on paper but are practical and executable.



## Set Clear Outcomes

For each action plan, define what success looks like. Whether it's achieving a specific metric, resolving a concern, or leveraging an opportunity, having a clear target ensures measurability and accountability.



## Seek Feedback

Before finalizing the strategies, seek feedback from the team. This not only refines the plan but also ensures buy-in, increasing the likelihood of successful execution.



## Document Everything

Ensure that every strategy or action plan is documented, including its rationale, expected outcome, and resources required. This serves as a reference point and ensures clarity in execution.



# Crafting Effective Action Plans from WBR Insights

Crafting effective action plans ensures that insights from the WBR translate into tangible business outcomes. For your product, this means strategies that directly address its real-world performance, enhancing its strengths and mitigating its weaknesses.

For your team, clear action plans provide direction, ensuring everyone knows their role in driving the business forward. And for your business, these plans, rooted in data and collaborative insights, set the stage for informed actions that drive growth and address challenges.



Tools

# WEEKLY BUSINESS REVIEWS

Assigning Responsibilities for Effective Implementation



# Assigning Responsibilities for Effective Implementation

**Step 6 is about converting strategy into action. It's about ensuring that each action item has a steward, ensuring a systematic and organized approach to implementation.**

Once strategies are in place, assigning clear responsibilities is paramount. This ensures that each action item has an owner, someone accountable for its execution. Without clear ownership, even the best-laid plans can fall by the wayside. The document will guide us on how to efficiently assign these responsibilities, ensuring successful implementation.



## Match Expertise with Tasks

Begin by aligning the action items with the expertise of team members. Assign tasks based on individuals' strengths, experience, and skill sets. This ensures that each task is handled by someone best equipped to execute it.



## Clear Communication

Once responsibilities are decided, communicate them clearly to each individual or team. Ensure they understand not just the 'what' but also the 'why' behind their assigned tasks.



## Provide Necessary Resources

Ensure that individuals or teams have the necessary resources – be it tools, budget, or manpower – to execute their tasks. This might involve coordinating with other departments or securing additional resources.



## Set Deadlines

Every task should have a clear deadline. This not only provides a timeframe for execution but also aids in tracking progress and ensures timely completion.



## Open Channels for Queries

Encourage team members to raise questions or seek clarifications on their responsibilities. This proactive approach ensures smoother execution and minimizes potential roadblocks.



## Document Assignments

Maintain a centralized document or platform where all responsibilities are listed, along with their respective owners and deadlines. This serves as a reference point and can be useful for tracking progress.

## 6 Assigning Responsibilities for Effective Implementation

Assigning clear responsibilities ensures that each formulated strategy has a clear path to execution. For your product, this means that each facet of its performance is actively being addressed.

For your team, clear responsibilities provide direction and a sense of ownership, boosting morale and accountability. For your business, this organized approach ensures that strategies are not just formulated but are actively implemented, driving tangible results.



Tools

# WEEKLY BUSINESS REVIEWS

Scheduling and Preparing for the Subsequent WBR



# Scheduling and Preparing for the Subsequent WBR

**Step 7 is about cementing the WBR as a recurring strategic tool, ensuring the continuous evolution and refinement of business strategies.**

The WBR is not a one-off event; it's a recurring strategic tool. By scheduling the next review, you're ensuring continuity in the process. This upcoming meeting serves as both a deadline and a checkpoint, ensuring strategies are implemented and their outcomes are evaluated. The document will guide us on how to effectively schedule and set the stage for the next WBR.



## Pick a Consistent Time

Consistency aids in planning. Try to schedule WBRs at the same time, be it every week, fortnight, or month. This helps stakeholders keep that slot free and sets a rhythm to the review process.



## Consider Stakeholders' Availability

Before finalizing a date and time, check the availability of key stakeholders. Their participation is crucial, so ensure the timing is convenient for them.



## Set Clear Objectives

Every WBR might have a slightly different focus based on current business needs. When scheduling the next WBR, set clear objectives. What are the key areas you wish to cover? Are there specific challenges or opportunities you want to address? crucial, so ensure the timing is



## Send a Reminder

As the date approaches, send out a reminder to all participants with the agenda, objectives, and any preparatory material they might need.



## Allocate time for Strategy Review

Ensure a portion of the next WBR is dedicated to reviewing the outcomes of the strategies implemented post the current WBR. This ensures accountability and allows the team to learn from both successes and shortcomings.



## Encourage Feedback

After each WBR, seek feedback on the process. Was there adequate data? Was the discussion productive? Were the action items clear? This feedback can be used to refine and improve subsequent WBRs.



## 7 Scheduling and Preparing for the Subsequent WBR

Scheduling the next WBR ensures there's a structured mechanism to review and recalibrate strategies. For your product, this means continuous attention to its performance and adaptability to changing circumstances.

For your team, the regularity of WBRs provides clarity and direction, ensuring everyone is aligned and working towards shared objectives. For your business, the consistent review of strategies ensures agility, allowing your business to adapt, evolve, and grow in a dynamic market.



# Congratulations on Completing the Masterclass!

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01

## Mindset



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02

## Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
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You Are Here

03

## Tools



Boost growth using proven tools from top companies.

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04

## Team



Build talented teams that act with urgency to drive growth.

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# West's Closing Note to Innovators

For those driven by a passion to make an impact, solve large problems, and reap significant rewards, successfully innovating stands as one of the most exhilarating and fulfilling pursuits. That said, **just a friendly reminder:**

**Knowledge is Power.** To empower you, I am sharing the knowledge I have gained from 27+ years of hands-on experience. Please do not stop learning here.

- **Empower yourself with the right knowledge.** Do not rely solely on my experience and knowledge. To determine what is right for you, your team, your business, investors, and customers, do your own research. To help, I have curated thousands of links in Business Evolution's [Masterclasses](#). Use this as the foundation for your further research.
- **Seek multiple experienced perspectives.** Follow relevant experts who share their insights on YouTube, LinkedIn, X, StackOverflow, Reddit, GitHub, or wherever they share their insights. The more you know, the more likely you are to make the right decision.
- **Stuck? Get help.** Others have solved your problem before. They may have even written about it. You may be able to hire them. Or use a generative AI to brainstorm (I'll show you how). In my experience, the joy of the journey is finding answers, learning and growing.

**Innovation takes commitment** and requires real time, money, and effort.

**INNOVATION IS HIGH RISK**

- **Innovation involves real risks.** If you fail, you risk your professional reputation, your credibility, your mental health, and your personal wealth.
- **Everyone fails at some point on their journey.** But remember, every great success story 🎉 has its chapters of challenges overcome.
- **To reduce the risk of failure, hire experts and use data-driven decision making, customer-obsession, long-term planning, and continuous improvement.**
- **When you fail, learn quickly from the lessons, ensure you don't repeat the mistakes, and forge ahead only if you assess it is safe to do so.**

**Time is our only non-renewable resource.** Use yours wisely.

- **Please take time for yourself – especially your health and loved ones.** It's easy to get lost in innovation's allure and lose track of what truly matters.

“Best Wishes Innovating! I hope the Business Evolution Masterclasses help you on your journey.” – West Stringfellow

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