

# Listening to the truth.

Or the ability to know when a lemon can't be transformed into lemonade.

A 4-part pressure test.

Mary Brodie, 2021

It's hard to hear the truth. Especially for optimistic entrepreneurs.

Sometimes, they can make lemonade from lemons.

But they some days, they just have lemons. And those lemons will never be lemonade.

A good entrepreneur must hear the truth be able to see a lemons as being able to transform to lemonade or just be a lemon.

Being an entrepreneur goes against his or her nature – why it's hard.

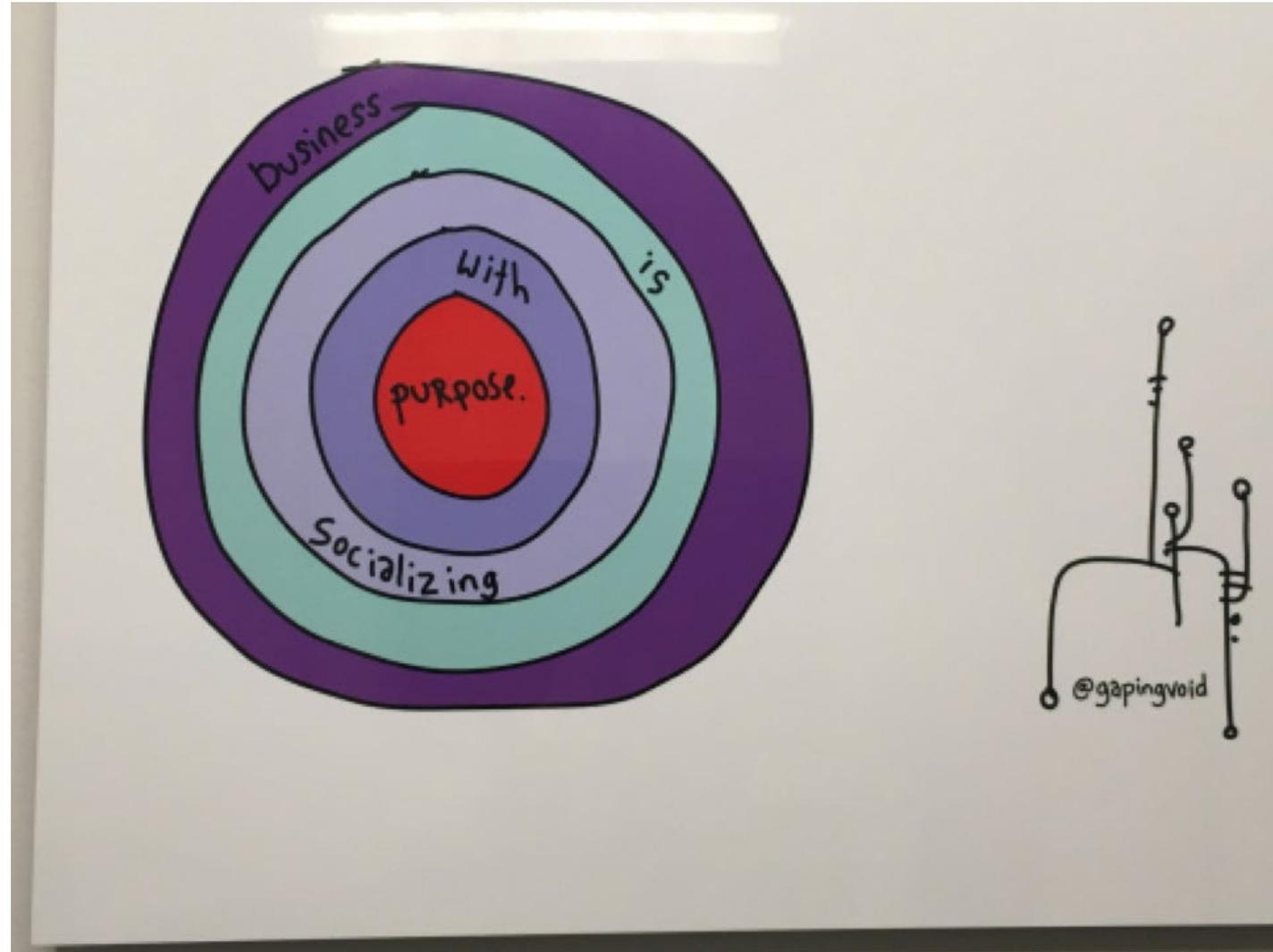
# Entrepreneurs have a lot of conversations.

But what does it mean to listen?

There are many types of listening, but ways to listen best:

- Be curious
- Be present
- Have no expectations
- Be observant of actions, data, and words – or conversations
- Have compassion

# Business is socializing with purpose.



# Successful businesses solve a problem that people have.

Entrepreneurs have conversations to understand and define the problem.

A relationship develops with customers by helping them solve that problem. And that inspires them to help others solve their problems.

Solutions can only be discovered when listening.

# 4 parts to the listening pressure test

#1:

Does anyone have the problem you are creating a solution for?

#2:

Does your team buy into the vision?

#3:

Do you have the *right* people on your team?

#4:

Can you bring it all together to build a business?

# #1: Does anyone have the problem you are creating a solution for?

Jobs to be done.

“Jobs are never simply about function—they have powerful social and emotional dimensions.”

Hear customer circumstances and emotional situations with compassion.

[Know Your Customers' "Jobs to Be Done"](#) by [Clayton M. Christensen](#), [Taddy Hall](#), [Karen Dillon](#), and [David S. Duncan](#) at Harvard Business Review, 2016.

## #2: Does your team buy into the vision?

If the team doesn't believe in your vision, you won't get far.

The challenge is in “peer effects:”

“These results show that, independent of any effects from managers, employee behavior is affected by the actions of peer co-workers. . . . Thus, similar individuals, who likely interact more, have stronger effects on each other's behaviors.”

[Research: How One Bad Employee Can Corrupt a Whole Team](#) by Stephen Dimmock and William Gerken, Harvard Business Review, 2018.

# #3: Do you have the *right* people on your team?

If they are bought into the vision, can they help you achieve your goal?

What is their skillset? Do they have the right personality?

Or do you need to do “addition by subtraction?”

# #4: Can you bring it all together to build a business?

Why do investors like to see a revenue-generating bootstrapped business with an MVP?

The action proves you can do it!

- You have a solution and marketing that people want
- You have people bought into your vision
- You have the right people to make it happen

# Listening to the truth is hard.

Hear the no's.

Hear the can'ts.

Hear the “Why would you want to do that?”

Balance that belief in yourself, in your product, in your team, in your idea with the truth.

Hear what's not working. Not just what is working.

Listening to the truth can be the ultimate pressure test.

Sometimes, lemons can't be transformed into lemonade.

And that's the truth.

# About me – Mary Brodie

Founded Gearmark.

We help companies create memorable digital experiences made for people - not just profits.

Apps > Websites > Digital Marketing Strategy

The internal employee experience of a company is just as important as the customer experience it creates.

Book: Revenue or Relationships? Win Both

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Attended MIT, Harvard | Simmons University: BA, MA

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