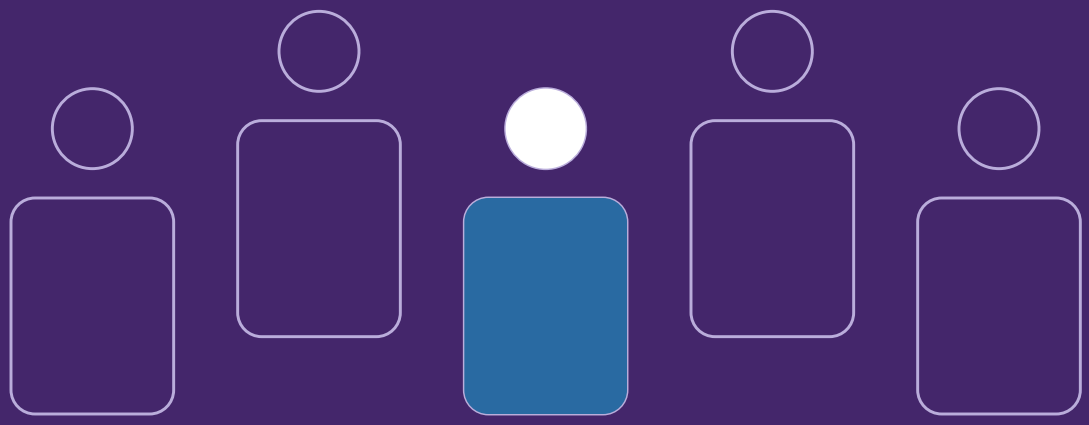
THE PURPLE TEAM

BOOK 06

COMMITMENT, RECRUITING & LEADERSHIP

BUILD THE TEAM. CARRY THE MISSION.

Turn commitment into customer value, capable people, and consistent action.



DAVID CHAO

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FIRST EDITION / OCTOBER 2026

THE SIXTH BOOK

Make the learning visible in your work.

This book brings the Purple Team collection together. You have a foundation for selling, building a business, choosing a purposeful life, understanding money, and recognizing industrial opportunities. The next step is to use those ideas with other people.

A team becomes valuable when it can perform useful work reliably. That requires people who understand the mission, practice the skills, respect their responsibilities, and help others improve. Recruiting is one part of that work. Developing and supporting the people who join is another.

What you will build

A realistic commitment. A weekly work rhythm. A respectful recruiting conversation. A clear first month for a new participant. A coaching habit. A 90-day plan that connects effort to customer service and learning.

How to use this book

Work through the lessons with a mentor or manager. Use the scripts as starting points and speak naturally. Practice with fictional information before using approved company systems. Complete the commitment worksheet for yourself; it is not an employment agreement or a compensation contract.

Publication note

David Chao / The Purple Team. First edition, October 2026. Original educational writing. All scenarios, activity counts, and financial references are illustrative unless expressly identified otherwise. This book is independent of other companies' recruiting or training programs.

Actual roles, account eligibility, authorization, expenses, and compensation are governed by current COI written policies and agreements. This book creates no rank, fee, payout, employment status, or account right. Recruiting a person by itself does not produce a customer sale or establish a right to payment.

The work can take time and produce no earnings. Make an informed choice about your availability and resources. Keep personal relationships, customer information, and individual financial circumstances worthy of the trust people place in you.

YOUR ROUTE THROUGH THIS BOOK

Commit. Practice. Develop others.

04 A letter from David

05 **01 / Choose a commitment you can keep**

07 **02 / Build a week that produces useful work**

09 **03 / Invite people with clarity and respect**

11 **04 / Help a new person become capable**

13 **05 / Coach the work and develop leaders**

15 **06 / Run a focused 90-day cycle**

17 **Practice case / The crowded recruiting calendar**

19 **Worksheet / Your commitment and capacity**

20 **Worksheet / A recruiting conversation**

21 **Worksheet / A coaching conversation**

22 **Worksheet / Your 90-day scorecard**

23 Carry it forward

Read. Practice. Review. The worksheets are designed to be printed and used more than once.

A LETTER FROM DAVID

I want builders who can carry responsibility.

I want the Purple Team to be a place where people learn to create value and become more capable. That begins with the work in front of us: a customer to understand, a requirement to clarify, a teammate to help, and a promise to keep.

You do not have to arrive knowing everything. You do have to be willing to learn without pretending. Ask for the reason behind a process. Practice the conversation. Bring back accurate notes. When you make a mistake, help correct it and improve the next attempt.

I am interested in what your effort becomes. A calendar full of meetings is useful when it leads to stronger skills, qualified opportunities, better handoffs, and customers who want to work with us again. The connection between activity and value must stay visible.

As you invite others, remember the responsibility that comes with the invitation. You are asking for a person's time and attention. Explain the work honestly. Give them room to decide. If they join, help them understand the next step instead of leaving them with enthusiasm and no direction.

Leadership does not require making every decision yourself. It requires understanding your responsibility, knowing when to ask for help, and developing people who can carry the next appropriate responsibility. A strong team makes the work clearer for everyone around it.

The life outside the business matters too. I want a system that supports family, health, and time to think. Build a commitment that fits reality. Protect the attention you have promised. Review the results honestly and adjust when the facts call for it.

These six books are a starting point for practice. The most meaningful chapter is the one you write through your actions. Choose a useful task, do it carefully, and help another person learn to do it well.

> *Invest your time where it can become skill, trust, and service. Those are things a team can build on.*

01 / CHOOSE A COMMITMENT

Name what you are building toward.

Motivation becomes more useful when it has a specific destination. Write what you want this work to make possible in your life and what contribution you want to make. Keep the statement close enough to your circumstances that it can guide a decision on an ordinary Tuesday.

You might want to develop professional sales skills, explore industrial business development, or learn how to support a team. Those are goals you can work toward even while income remains uncertain. A financial target can be part of your thinking, but it needs assumptions, a time horizon, and a plan for costs and weak results.

Separate desire from commitment

A desire describes an outcome you would like. A commitment describes an action you will take. "I want to become effective with customers" is a desire. "I will practice discovery twice this week and ask for feedback on my notes" is a commitment.

Choose actions you can control. You can reserve time, research an account, prepare questions, and complete a handoff. You cannot require a buyer to purchase or a candidate to join. Measure your conduct and learning alongside outcomes so a slow decision does not erase evidence of useful progress.

Put a boundary around the experiment

Decide how much time and money you can reasonably invest during an initial period. Protect essential bills, health, and family responsibilities. Do not treat borrowing, quitting another role, or extending your hours indefinitely as a demonstration of belief. A responsible experiment has limits and a review date.

Write a 30-day commitment in four lines: the skill you will practice, the time you can give, the support you need, and the evidence you will review. Share only the information needed for coaching. Your private financial details are not a team performance measure.

Begin today

Choose your first practice block before you choose your ideal future title. Capability grows through work that has actually been done. A title can follow a role; it cannot perform the role for you.

01 / PUT IT TO WORK

Make your capacity believable.

A commitment competes with other responsibilities. List those responsibilities before you promise a weekly schedule. Include paid work, travel, care for others, rest, and the time required to learn a new process. An honest five hours can be more useful than a promised fifteen that never becomes available.

A fictional five-hour week

This is an illustration, not a required schedule or an earnings model. Different roles and circumstances need different amounts of time.

Work block	Weekly time
Learn and rehearse one skill	60 minutes
Research relevant accounts	60 minutes
Customer outreach and follow-up	90 minutes
Prepare notes and team handoffs	45 minutes
Coaching and review	45 minutes
Total	300 minutes / 5 hours

Recruiting must fit within available capacity and the current role. If you add a recruiting commitment, decide what time funds it and who will support any new participant. Do not allow an invitation to create an onboarding obligation nobody can fulfill.

Define the minimum useful week

Sometimes a disrupted week needs a smaller plan. Keep one learning action, one necessary customer follow-up, and one clear update to your manager. Communicate early if a commitment is at risk. A reduced plan acknowledged in advance is easier to support than unexplained silence.

Review the fit

At the end of two weeks, compare scheduled and completed blocks. If the plan repeatedly fails, investigate the reason. The issue may be timing, an unclear task, unavailable support, or too much work. Adjust the plan using that evidence.

> *Make promises your calendar can support. Reliability starts before the work begins.*

02 / BUILD A USEFUL WEEK

Connect every activity to a next step.

An industrial opportunity moves through decisions. Someone identifies a need, clarifies the requirement, evaluates a supplier, reviews a quote, and authorizes a purchase. Your activity should help an appropriate decision move forward or reveal why it should stop.

Use two kinds of measures

Activity measures describe work performed, such as relevant conversations or completed follow-ups. Outcome measures describe what changed, such as an accepted RFQ, a quote decision, an order, or a repeat purchase. Both are useful when their definitions are clear.

A large outreach count with no relevant responses may signal weak targeting or an unhelpful message. Many RFQs with missing drawings may create work without improving the pipeline. Look at the quality and the consequence of the activity before celebrating its volume.

Keep the customer record usable

After a conversation, record the problem, the decision process, what is known, what remains unknown, and the next agreed action. Give that action an owner and a date. Use approved systems so the team can support the work without depending on your memory.

If there is no agreed next step, write that honestly. "Waiting for customer" is incomplete unless the record says what was requested, when it was requested, and when a reasonable follow-up is appropriate. Respect a customer's decision to decline or stop contact.

Give preparation a place in the schedule

Before outreach, identify why the account may fit and what relevant question you can ask. Before a handoff, check whether the technical team has the information it needs. Before a review, update the record so the meeting can focus on decisions.

The week should produce a small trail of evidence: a useful conversation, a complete note, a clarified requirement, a practiced skill, and a decision about what to do next. That evidence helps you improve even before an order arrives.

02 / PUT IT TO WORK

Run a 30-minute weekly review.

A review should leave the next week easier to execute. Prepare the current account list beforehand, choose a small number of decisions, and give each decision an owner. Avoid spending the whole meeting retelling conversations that are already in the record.

Minutes	Focus	Output
0-5	What changed?	New facts, decisions, and completed commitments.
5-15	Where is work blocked?	One action for each priority blockage.
15-22	What skill needs practice?	A short rehearsal with specific feedback.
22-27	Who needs support?	Coaching or onboarding time assigned.
27-30	What happens next?	Owners, dates, and the next review.

Ask for evidence without creating embarrassment

Useful questions include: "What did the customer confirm?" "Which requirement is still missing?" "What did we learn from the decline?" "Which action would reduce the uncertainty?" Give people room to distinguish a fact from a hope.

Keep an escalation path

Bring pricing, technical commitments, quality matters, disputed account eligibility, and compensation questions to the authorized person. A weekly review can identify an issue; it does not give the group authority to decide every issue.

Close a task when it is truly complete

Sending a message does not always complete the underlying responsibility. If the task was to obtain a drawing revision, completion requires the revision or a recorded decision about why it is unavailable. Define the finish line before assigning the task.

After the meeting, a teammate should be able to open the record and tell what matters this week. If the answer depends on attending another meeting, simplify the record.

03 / INVITE PEOPLE WITH CLARITY

Recruit for the work people will actually do.

A good invitation explains an opportunity well enough for someone to make a free and informed choice. Begin with the work: learning industrial products, identifying relevant customers, asking discovery questions, preparing accurate information, and following through with a team.

Consider people who show curiosity, reliability, respect, and willingness to learn. A large contact list is not proof of fit. Neither is financial need. Ask about interests, available time, prior experience, and the kind of support that would help them learn.

Make the first invitation small

Suggested language: "I am helping build a team focused on industrial customer relationships. The work involves learning applications, finding relevant needs, and coordinating with the company. If that interests you, I can arrange a short conversation about the role and how the process works."

Do not imply that a short introductory conversation is a commitment to join. Do not describe a role, fee, or compensation term you have not verified. If you do not know an answer, name the person who can provide it and return with the current written information.

Explain uncertainty in the same conversation

The time to discuss variable results and possible costs is before the person commits. Explain that activity can produce no earnings and that an industry-size figure does not show what a participant will make. Use actual approved terms for eligibility and compensation.

Let the relationship remain intact

People may decline because the timing, work, or opportunity does not fit. Accept the answer. Ask permission before a later follow-up, and honor the response. A person who says no should still feel respected when they next encounter you.

> *An invitation earns trust when the person understands the work and still feels free to choose.*

03 / PUT IT TO WORK

Use a complete recruiting cycle.

Move at the pace of an informed decision. The cycle below is an original training method, not an automatic progression or a requirement to recruit a set number of people.

Step	What happens	Evidence to keep
1. Identify fit	Consider interest, reliability, and capacity.	A specific reason for the invitation.
2. Ask permission	Offer a brief, accurate introduction.	The person's chosen next step.
3. Explain the work	Show tasks, support, boundaries, and uncertainty.	Questions asked and information supplied.
4. Review terms	Authorized person explains current written terms.	Unresolved questions and review status.
5. Decide freely	Join, wait, or decline without pressure.	The decision and contact preference.
6. Begin learning	Assign an owner and a first-week plan.	Training actions and review date.
7. Develop capability	Observe practice, coach, and revisit fit.	Demonstrated skills and support needed.

Do not skip the handoff

Before a new person begins, identify who will answer questions, where current materials live, and which actions require authorization. Check whether the mentor has capacity. A recruited person without support is an unfinished responsibility.

Revisit the invitation honestly

Ask after the first month: "Does the work match what you were told? What was unclear? What help do you need?" Treat a mismatch as information to correct. If the person wants to pause or leave, explain the appropriate process and handle records respectfully.

You can measure the quality of a recruiting cycle by the clarity of decisions and the support delivered. Headcount alone cannot tell you whether the team is stronger.

04 / HELP PEOPLE BECOME CAPABLE

Give the first week a clear shape.

The first week should replace confusion with a manageable learning path. A new person needs to understand the company, the customer, the boundaries of the role, and one task they can practice safely. They do not need every detail at once.

Day 1 / Understand the role

Introduce the mission and the person responsible for support. Explain where current policies and agreements are located. Clarify what the person may communicate, what requires approval, and how customer information is handled. Confirm how questions and concerns should be raised.

Day 2 / Learn the customer's world

Use Book 5 to choose one industry and one component problem. Read a relevant company capability page and explain the application in ordinary language. List what you know and what requires technical review. Avoid memorizing a material recommendation without understanding the conditions.

Day 3 / Observe and rehearse

Use an approved example or a fictional role-play to practice discovery. The learner asks questions and takes notes. The coach checks whether the customer problem, requirements, unknowns, and next step are clear. Repeat one difficult part of the conversation.

Day 4 / Prepare a supervised task

The task might be researching a relevant account or preparing an example RFQ handoff. Review it before any customer-facing action. Make sure the person can identify when they should stop and ask for help.

Day 5 / Review and choose the next step

Ask the learner to explain the process without reading the script. Identify one demonstrated skill and one gap. Agree on the next practice task and date. Progress should be based on what the person can do, not merely on attendance.

This schedule is illustrative. Give additional time when needed, and do not rush a person into live commitments to satisfy a calendar.

04 / PUT IT TO WORK

Teach through demonstration and practice.

People can recognize a good explanation and still struggle to perform the task. Use a sequence that makes the task visible: demonstrate, explain the decision, let the learner practice, and review the result. Repeat the part that needs work.

Demonstrate one complete task

For a discovery exercise, show how you introduce the purpose, ask about the application, clarify a missing fact, and agree on a next step. Then show the resulting note. Explain why each piece of information helps the next person in the process.

Observe before correcting

Let the learner finish a short practice attempt. Record what you actually heard or saw. Feedback such as "be more confident" is difficult to use. Feedback such as "you recorded the quantity but did not ask whether it is annual demand or the first release" gives the learner a specific improvement.

Use readiness evidence

Skill	Evidence the learner can show
Explain the role	Describes the work and its authorization limits.
Understand a need	Summarizes the customer's problem accurately.
Prepare a handoff	Identifies requirements, unknowns, and next action.
Handle uncertainty	Says what needs review without guessing.
Protect information	Uses the approved record and sharing process.

A training review is not a professional license or a technical certification. It helps the team decide which task a person is ready to perform with the appropriate supervision and authorization.

Make help easy to request

Tell the learner how to raise a question, how quickly they can expect a response, and what to do if the answer is delayed. Clear support prevents an unanswered question from becoming an unsupported promise.

05 / COACH THE WORK

Use feedback that changes the next attempt.

Coaching begins with a task and evidence. Choose a recent conversation, a practice note, or a handoff. Ask the person what they intended to accomplish and what they think happened. Their explanation often reveals the part of the process that needs attention.

Describe before judging

State the observable behavior: "The note contains a target price but no drawing revision." Explain the consequence: "The estimating team cannot confirm it is reviewing the current requirement." Then ask for the next action: "What will you request, and when?"

Do not turn a correctable work gap into a statement about the person's character. At the same time, do not soften the feedback so much that the standard becomes unclear. Respect and accuracy belong in the same conversation.

Choose one improvement

A list of ten corrections can overwhelm a learner. Select the change that most improves the next attempt. Rehearse it immediately when possible. Confirm that the person can describe the improvement in their own words.

Recognize useful behavior

Recognize accurate notes, appropriate escalation, a clear customer explanation, a well-handled decline, and a teammate who asks for help before making a mistake. These behaviors make the business more dependable even when they do not produce an immediate sale.

Keep the follow-up

Agree on a date to review the next attempt. Coaching is incomplete if nobody checks whether the advice was useful. If the same gap continues, investigate the cause: understanding, skill, capacity, access to information, or a mismatch with the role.

The aim is to help the person perform more independently within appropriate limits. If every task still depends on the coach, the teaching process needs attention too.

05 / PUT IT TO WORK

Develop leaders who can teach the standard.

A capable individual is not automatically ready to guide other people. Coaching requires patience, clear explanations, accurate feedback, and enough time to support the learner. Give a developing leader one bounded responsibility before expanding the role.

A practical progression

First, demonstrate consistent work in your own role. Next, explain that work to another person. Then observe a practice attempt and give useful feedback. Finally, manage a small learning assignment with a review date and an escalation path. These are learning steps, not titles or compensation levels.

Protect the team's capacity

If one mentor can responsibly support two new learners during a period, adding six learners does not create six supported starts. It creates a capacity problem. Adjust the start dates, develop more coaches, or reduce the scope. The numbers here are illustrative; actual capacity depends on the work and the people.

Leadership responsibility	Evidence of good practice
Set expectations	Learner can explain the task and limits.
Give feedback	Correction refers to observable work.
Coordinate support	Questions reach the right person.
Protect quality	Unverified claims are corrected promptly.
Review outcomes	Lessons change the next plan.

Keep disagreement useful

A teammate should be able to question an assumption or raise a concern without being accused of lacking commitment. Ask for the evidence and discuss the consequence. A team that can correct itself is better prepared to serve customers.

Leadership also includes recognizing when a person needs a different role or a pause. Handle that conversation directly and respectfully. A sustainable team makes room for honest decisions about fit.

06 / RUN A 90-DAY CYCLE

Give the quarter a purpose and a review.

Ninety days is a useful planning period because it is long enough to practice and short enough to review. It is not a promise that an industrial sale, commission, or recruiting outcome will occur within that time. Some opportunities take much longer.

Days 1-30 / Learn and establish the work

Confirm the role and support. Choose one industry focus. Practice discovery and RFQ preparation. Research a manageable set of accounts. Begin approved outreach when ready. Record what you learn about fit and decision processes.

Days 31-60 / Improve the handoffs

Review response quality and missing information. Improve the targeting and questions. Help qualified opportunities reach the authorized technical and commercial teams. Keep follow-up dates current. If recruiting is appropriate to your role, use the complete cycle and confirm onboarding capacity first.

Days 61-90 / Evaluate and develop others

Review what progressed, what stalled, and what ended. Compare actual work with the planned commitment. Share one useful lesson with the team. A person who has demonstrated readiness may support another learner within the approved structure.

Choose meaningful evidence

Evidence can include a complete account brief, a correctly qualified RFQ, a customer's confirmed next step, an accurate quote follow-up, a corrected assumption, or a practiced skill. Include orders and collections when they occur, while respecting who is authorized to manage them.

At the end of the cycle, decide whether to continue, change focus, reduce scope, or pause. Explain the decision using what happened. A plan is a tool for learning and action; it should change when the evidence changes.

> *The quarter is successful when you can explain what you did, what it produced, and what you will do differently.*

06 / PUT IT TO WORK

Keep recruitment connected to customer value.

Team growth can increase capacity when people become capable and have useful work to do. It also creates training, coordination, and support needs. Plan for both sides. A recruiting target without a development plan can consume the time intended for serving customers.

Use a balanced scorecard

Area	Example measure	Question it answers
Learning	Demonstrated skills	Are people becoming capable?
Customer work	Qualified, accepted handoffs	Is effort creating relevant opportunities?
Follow-through	Commitments completed on time	Can the team be relied on?
Development	Supported starts and coaching reviews	Are new people receiving help?
Business results	Accepted orders and collected revenue	What commercial value has occurred?

Use consistent definitions and avoid counting the same opportunity several times. Distinguish an introduction from a qualified lead, a lead from an RFQ, and a quote from an order. Mark results that are still awaiting confirmation.

Respect the compensation boundary

Company revenue, company profit, and personal compensation are separate numbers. Use the current written agreement to determine whether a transaction qualifies, which basis applies, and when payment occurs. Recruiting alone does not create a customer transaction. Do not promise a payout because a person attended training or invited friends.

Share a useful success story

Describe the customer's problem, the work performed, the verified result, and the lesson. Remove confidential details unless sharing is authorized. If a story includes money, identify exactly what the number represents and avoid presenting an unusual result as typical.

This is how the collection fits together: purposeful selling, dependable systems, a meaningful life, financial understanding, industry knowledge, and a team that practices all five.

PRACTICE CASE / 1 OF 2

The crowded recruiting calendar

This is a fictional teaching case. Alex has five hours a week available for Purple Team work. After an enthusiastic meeting, Alex schedules eight introductory conversations and tells two people they can begin immediately. No coach has confirmed capacity.

Meanwhile, a customer has asked for clarification on an RFQ, a new learner needs feedback on discovery notes, and Alex's own account records have not been updated. Alex feels busy and believes the team is growing, but cannot explain which customer opportunity is moving forward.

The situation to solve

The customer clarification needs an owner and a prompt response. The new learner needs a reviewed practice task. The two people invited to start need accurate expectations and a named support contact. The remaining introductory conversations need to fit a realistic schedule.

Questions for discussion

1. Which promises has Alex made, and which ones depend on other people?
2. What should Alex clarify before allowing the new starts to proceed?
3. Which actions will protect customer service and the learner's progress?
4. What should change in next week's time plan?
5. What information should be corrected in the recruiting explanation?

Role-play the correction

One person plays Alex and another plays an interested candidate. Alex must explain that the start plan needs confirmation without inventing a new promise. The candidate asks who will coach them, what the work involves, and how compensation is determined.

The observer listens for clear ownership, accurate limits, and a next step the candidate can freely accept or decline. Finish with the observer naming one useful behavior and one improvement to practice.

PRACTICE CASE / 2 OF 2

Make the responsibility manageable.

Start by identifying what requires action now. Alex should coordinate the customer's clarification with the authorized team, update the record, and confirm who will respond. If a promised time cannot be met, the customer should receive a clear update.

Confirm support before a start date

Alex should contact the responsible manager to confirm onboarding capacity and the current process. The two interested people should receive accurate information about the role, support, terms, and next step. An invitation should not create an unsupported expectation of immediate work or earnings.

Protect the learner already in motion

Schedule a short review of the discovery notes. Choose one improvement and agree on a new practice attempt. That existing commitment deserves attention alongside new recruiting conversations.

Rebuild the week

Five hours cannot expand simply because Alex scheduled more meetings. Move or shorten lower-priority activities with appropriate notice. Reserve time for customer commitments, records, learning, and coaching. Keep recruiting activity within the remaining capacity and the role's responsibilities.

Improve the invitation

Alex can say: "I want to give you an accurate start plan. I am confirming the available support and current written terms with the manager. We can review them together before you decide whether the role fits. There is no need to commit today."

The correction is specific and respectful. It does not blame the candidate, the coach, or the customer for Alex's planning gap.

What the team should learn

The problem was incomplete ownership. The solution is a complete cycle with support, records, and decisions. A smaller number of well-supported commitments can create a stronger team than a larger number of unclear starts.

There is no single required calendar. A good answer preserves customer care, gives learners support, corrects expectations, and fits the actual time available.

WORKSHEET / PERSONAL PLAN

Your commitment and capacity

This is a learning plan, not a contract. Choose actions and time you can responsibly commit. Keep private financial information off this sheet.

What do you want this work to make possible, and what will you contribute?

What skill will you practice during the next 30 days?

Which weekly blocks are genuinely available?

What limit will protect essential responsibilities and resources?

Who will support you, and when will you review the plan?

- [ ] I can describe the work and the uncertainty of results.
- [ ] My plan fits the time I have available.
- [ ] I know which actions need authorization or technical review.

WORKSHEET / RECRUITING PRACTICE

A conversation with a clear next step

Use fictional names during training. Record only appropriate information in approved systems during actual recruiting. Respect the person's contact preferences.

Why might the work fit this person's interests and capacity?

How will you explain the actual work in two sentences?

Which current written terms and support details must be verified?

What questions did the person ask, and who will answer them?

What did the person choose: continue, wait, or decline?

If continuing, who owns the next action and when is it due?

- [ ] I explained variable results without making an earnings promise.
- [ ] I confirmed support capacity before discussing a start.
- [ ] I left the person free to decide without pressure.

WORKSHEET / COACHING PRACTICE

A review that improves the next attempt

Choose one actual task or a fictional role-play. Describe observable behavior and agree on a manageable improvement.

What was the task, and what did successful completion require?

What did you observe? Use specific words or actions.

What did the learner think went well or needed improvement?

What one change will the learner practice next?

How will you know the change helped, and when will you review it?

- ☐ The feedback addresses the work and its consequence.
- ☐ The learner can explain the next action in their own words.
- ☐ Questions outside our authority have an escalation owner.

WORKSHEET / QUARTERLY PLAN

Your 90-day scorecard

Choose a few measures that fit the role. Targets are planning choices, not income predictions. Define each measure and record actual results honestly.

Area / measure	Days 1-30	Days 31-60	Days 61-90

What evidence will show that you are more capable?

What support or approval does the plan require?

What would justify changing focus, reducing scope, or pausing?

Review date: _____ Support person: _____

Include learning, customer work, follow-through, and development. Record commercial results only when they are verified and correctly defined.

CARRY IT FORWARD

The next chapter is a useful action.

The collection has given you a route through six connected responsibilities. Sell with purpose. Build a business that works. Choose a life you believe in. Understand money. Learn the industries you serve. Develop a team that can carry those responsibilities together.

You do not need to put every lesson into practice tomorrow. Choose one customer problem to understand and one skill to improve. Give the work a place in your calendar. Ask for feedback from someone who can help you become more accurate.

Your next seven days

Day 1: Write your commitment and check that it fits your real capacity.
Day 2: Choose one industry and prepare a clear account hypothesis.
Day 3: Rehearse a discovery conversation and review the notes.
Day 4: Complete an approved customer or research task.
Day 5: Review a handoff and correct any missing information.
Day 6: Help a teammate practice, or ask for help on your own gap.
Day 7: Review the evidence and schedule the next useful week.

Keep the invitation honest

When you invite someone to join the work, give them the explanation you would want someone to give a member of your family. Describe the tasks, the support, the uncertainty, and the responsibility. Let them decide. If they join, keep the promise to help them learn.

Keep the ambition practical

Ambition can help you begin. A thoughtful system gives that ambition a way to produce something useful. Improve the system when the evidence calls for it. Share what works, correct what does not, and preserve the relationships that make the business worth building.

I want us to be known for people who learn, serve, and follow through. Start with the next promise you can keep. Build from there.

David Chao

THE PURPLE TEAM

CHOOSE THE WORK. DEVELOP THE PEOPLE. CARRY THE MISSION.

A strong team turns commitment into useful action. Build a realistic rhythm, invite people honestly, teach the work carefully, and review what your effort produces.

THE SIX-BOOK COLLECTION

01 Sell With Purpose

02 Build a Business That Works

03 Build a Life You Believe In

04 Money With Purpose

05 The Component Opportunity

06 Build the Team. Carry the Mission.

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Commitment, recruiting, coaching, and a practical 90-day plan