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- [Speakers](#)
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Doc Overview

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Contact Info Exchange

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Day One

[09:15] Existential Moments in Company Building



Zack Urlocker

What got you here won't get you to where you want to go. Most successful organizations reach points where if they want to scale, they have to change. Zack's spent his career driving change and scaling companies, generating more than \$20 billion in shareholder returns in the process. He's discovered what works and what doesn't.

He'll discuss his experiences with an almost endless series of real life examples of success, failure and critical moments. You will understand how to recognize the points in your company growth where you need to do something different and the steps you need to take to evolve a successful company.

[10:45] Goals, Metrics and Incentives



Matt Lerner

Do your teams move in one direction? Single founders struggle to focus on the right things. More people, teams and departments mean exponential complexity.

The truth. A single goal and focusing resources on achieving it is the only way to maximise outcomes.

In this interactive session, Matt will take you through the process of finding, stress-testing and implementing a single North Star Metric to help you align goals, behaviours and incentives across your company. You will learn how to identify your rate-limiting step, the bottleneck where you need to focus to have the biggest impact on your growth. He'll discuss how to implement your framework across your team so that people are aligned and making good decisions about how to spend time and money.

This session will help you to:

Simplify prioritization and decision making; Focus your team on the most impactful work. Everyone works hard, winners do the right work;
Develop a metrics-driven culture to reinforce high-impact thinking and decision making.

[11:45] How Every Customer Interaction Can be Improved With a Framework



Joanna Wiebe

From first contact with prospects, through customer onboarding and ensuring customer success, your customer journey can be improved at every level with the right framework. Prospects become customers and customers become power users faster with the right words.

Joanna will share proven frameworks you can apply today that help your customers navigate the journey from first contact through to ensuring your customer churn is the lowest in your industry. Using case studies from companies she's worked with, including Hubspot, Intercom, Canva, Teamwork, Shopify and more, you'll understand how your copy can make the difference between OK and great.

You will learn: where you find your messages and know if they're good enough; why confirmation pages and messages are a killer opportunity; how to use effective messaging to onboard customers effectively and help them stay productive, engaged, long term customers.

[14:45] Live Stakeholder Troubleshooting



Bruce McCarthy and Melissa Appel

You can have the perfect product with the perfect strategy... and still fail because your internal stakeholders don't understand, don't buy in and aren't aligned. Companies fail because their leaders can't agree on a direction.

Alignment is the key that unlocks product, company, and career success, but it's not easy. Bruce and Melissa have spent decades learning from their mistakes and the mistakes of others, and they will share their hard-won tips and techniques with you at BoS USA. They will share a proven framework for stakeholder management and then coach audience members through some of their toughest stakeholder challenges, live and unscripted on stage.

Join us for this interactive, candid, and unpredictable session. There will be coaching, role playing, and interaction for the whole audience. It'll be fun and we guarantee you'll come away with something actionable to manage your stakeholders better to keep your organization aligned and moving in the direction you want it to.

Day Two

[09:00] Data-Rich, Insight-Poor - The Real Reason Your Growth Is Stalled



Georgiana Laudi

In this talk, Gia will reveal how lack of customer insight is sabotaging your marketing and product growth efforts.

Slowed, inconsistent growth? You and your team might be unknowingly operating without the critical customer context you need to grow and scale your product experience. Crappy conversion rates, relying on generic personas, and marketing that falls flat are symptoms of a major problem: customer blind spots.

You'll learn why relying too much on A/B testing and experimentation without real customer understanding is a massive waste of time. Learn how to realign with your best customers and finally unlock the growth potential your product deserves.

[10:30] Building Iconic Teams - Achieving the Impossible Together



Jim Benton

What makes an iconic team? Jim will explore what enables certain teams throughout history to achieve incredible feats and change the world. Great teams and great systems go hand-in-hand.

He will share stories of iconic teams that pursued bold visions with phenomenal execution and distill the common elements and principles that made these teams so successful. He will discuss the vital roles of purpose, trust, leadership, and team dynamics in high-performing teams to offer practical guidance on how to build “great teams” that consistently deliver remarkable results.

You’ll learn how you can harness the power of teamwork to turn ambitious goals into reality.

[11:30] 3 Huge Levers That Got My SaaS To \$500K ARR In 5 Months



Austin Bouley

Austin will reveal the three powerful strategies that propelled his first SaaS to \$500K ARR in just five months.

You'll hear how Austin used the Dream 100 framework, designed to help companies target the most beneficial large businesses to partner with, to rapidly scale his business. You'll learn how to transform your product into an irresistible offer customers can't resist, the secret to using webinars effectively to boost adoption and inject cash into the business, and the impact of leveraging affiliates.

Whether you're starting, or looking to refresh and accelerate growth, actionable insights and tactics will help you maximize your SaaS's potential and achieve impressive results quickly.

[14:00] Human Ingenuity Beats Artificial Intelligence as the Core Driver of Great Companies



Tania Katan

The past decade has seen tectonic shifts in the modern workplace. AI, Covid, remote work, back to the office, competition for great people, played parts in transforming how and why we work. AI doesn't solve the challenges of such a complex environment, it compounds them.

Tania will discuss why HI (Human Ingenuity), not AI (Artificial Intelligence) should be at the heart of your company strategy. Do you want creativity or pattern matching? She will show why creativity has a critical part to play in transforming your organization in the face of this disruption, while AI gets on with the boring stuff. she'll explain why creativity can address issues, from skills development, innovation, company/team alignment, and non-engagement in a rapidly evolving world.

You'll leave with three things you can do immediately that help you create a better, more effective and productive organization.

[15:00] What Does AI Do to Business Models?



Guy Nirpaz

Having spent 15 years building his first company Totango through multiple rounds of venture and ultimately a successful exit to private equity, Guy has just started a new venture armed with a new set of experiences and a lot of thinking about the future.

He will share some of the biggest lessons in his journey at Totango and his post-exit realization that it had not been a healthy journey for him. 40 lbs lighter and with a commitment to himself that he wouldn't fall into the same trap again, he will share why AI can enable a healthier approach to entrepreneurship. He's started his new venture by asking himself what does AI mean for entrepreneurs, business models and company building?

[16:45] From Bootstrapped to a Billion - Five BoS Talks That Changed My World



Shawn Anderson

Shawn, with his twin brother Shane Corellian, founded PDQ in 2001. He'll share the 2 decade evolution of PDQ from unfundable startup to small giant. He will highlight five BoS talks he heard as they struggled to reach milestone after milestone that led to transformational changes for the company. Today, PDQ has: over 45,000 customers; PE funding; a valuation over \$1billion.

From understanding how customers really want to be treated, through rethinking how PDQ builds software, and more, you'll learn how you can put new ideas to work in your company and build towards long term and sustainable success.

Day Three

[09:00] Four Questions to Ask Before You Tell a Story That Sells



Stephen Steers

Differentiating your products or services is the key to scaling sales and becoming the dominant player in your market. But how do you do it? Storytelling, that's how.

There are 4 fundamental questions that founders need to answer in order to tell a story that makes your company stand out, attracts an audience, and converts customers.

In this session, Stephen will cover the 4 questions you need to answer before telling a story, the 3 types of stories that you already have and where to deploy them in your business for results immediately.

[10:30] Leveraging Failure to Shape Winning Teams



Angil Tate

No matter your role or seniority, it's critical to shift your mindset on "losses" and failure – from impactful cross-functional collaboration, to managing up, and cultivating a psychologically safe team.

Angil is a Design Leader shipping mobile/web apps at WillowTree. With a portfolio across travel/leisure, financial services, food/beverage, healthcare and entertainment she has a diversified well of experience to share. She'll highlight failures she's encountered while shipping software in a client-facing, cross-collaborative environment and how those failures came to be leveraged to deliver great work.

Whether you lead or contribute your team, you'll leave with actionable strategies and tactics to help you transform setbacks into springboards for success.

[11:30] Why Isn't Technology Making Us More Productive?



Jeff Szczepanski

Successful businesses have a powerful combination of core and context. After several successful exits, Jeff considered his next move and pondered the question, 'Why isn't technology making us more productive?'

Jeff wants to build an organization that tackles that challenge and realized this meant pursuing invention over innovation. Jeff will share some of the lessons he learned scaling successful companies and why sometimes, to invent something new, you have to take a radically different approach to building a company.

You'll learn how you can approach building new, breakout products in your org and the different risks associated with pursuing big ideas.

Thanks to all the contributors!!!