

Use this for you and your team as you are going through program materials 😊
Feel free to add anything that may seem like jargon or you have had to look up not referenced below.



Below the Fold: Bottom of Webpage out of site, “information not seen” at first glance before you start to scroll

Cadence: how often a regularly scheduled thing happens; you will often here it described when speaking in communication with client interactions

Client Amnesia: When the client forgets everything you have done or the things you have done with them/ for them

Client Types:

- **Blood Money Client:** Usually manifests as an a\$\$hole who’s money you are going to take because you NEED the cash, but feel like you are in a mob movie where you are taking money from a bookie that will chop off your kneecaps (morbid - I know 🙄)
- **PITA Client (pain in the @\$\$):** This is a little better anatomically, however they drain you and your tea
- **Best in Show Client:** This is the sexy puppy client that you parade around because they bring prestige, credibility and make all the other founders jealous. But this pup knows it! Always seeking special attention &

cutting into your profits while your team continuously is picking up their



- **🎯 Hot Air Balloon Client:** This is the romantic client you want to have a long term relationship and grow with because you value each other, the one you want to put a ring on & not just not to expand your LTV

Customer Journey: is the complete sum of experiences that customers go through when interacting with your company and brand from initial touchpoint, lead, engagement, offboarding and upsells.

Deck: a slide presentation to educate other on your business; deck can be used as investment presentations, capabilities decks, proposal decks, other sales decks etc.

Dungeon Drive: a drive that holds and stores local files that no one has access to but the owner leaving workflows at risk if the owner is not accessible

Echo Chamber: repeating a point of view to an audience with similar views and therefore not getting a diversity of perspective (neutral context)

Founder-itis: Founder traits such as having a great idea in the middle of the night, expecting team to be mind readers, pulling team members from already stated priorities etc

Gladiators: You are all gladiators, winning/ losing battles and slaying on the daily!

Gongs: Wins you've had in your business. This can be a new client, an increase in automation or reclaimed hours.

Iterating/Iterative: Repeated/Repeated with purpose; used in the context of starting, testing and iterating on business strategies, tactics or processes

Khamfident = confident ^100 (after one of our founding members [Khamtanh Inthirath](#))

One-sheeter: a sheet with a description of your services and capabilities that can be easily sent or printed to educate other on what you do

Reclaimed Hours: Hours that you have earned back (either to spend on a passion project, go on a vacation, or to work through some other projects that have been holding you back). Every hour you delegate, automate or just don't "DO" anymore is considered "reclaimed"

Running on Emotion: When founder or team is reacting to the business chaos instead of operating proactively

S.O.P.: Standard Operating Procedure with a play by play of how to do things and criteria so you can delegate stuff

Success Champion: Coach, Facilitator, Trainer, Consultant that leads the ScaleLabs with other Agencies 1x a week. It's their job to keep you accountable, talk through your challenges and celebrate your GONGS

Taxonomy: classification or defining things

TPS reports: Office space reference that Juliana uses, to not only to age herself, but to show busy work that takes up capacity and adds no value to the business

Water cooler talk: random conversation had by team members that have nothing to do with work i.e. weekend debauchery; it is recommended to segment this conversation in work communications so it does not interfere with productivity tasks (even digitally ie. a slack channel)