

EP. 014 PLAYBOOK



INSIGHTS FROM JACKIE LORD
CEO OF ELEVATE CONSULTING

This Is Not Just a Playbook. It's a Living Strategy.

Your evolving blueprint to make your voice impossible to ignore, build lasting authority, and turn influence into opportunity.

How to Use This Playbook

- 1 Take Action
- 2 Refine as You Grow
- 3 Stack Insights

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ProudMouth Pro Tip:
The strongest brands are built by leaders who stop trying to do everything themselves and start building teams that can carry the vision forward.

Hashtags for Search & Sharing

#RiseAboveTheNoise #ProudMouth
#ContentWithImpact
#PodcastStrategy #TeamAlignment
#LeadershipGrowth



Core Insights & Plays Pillar: Business Growth Engine

Jackie Lord, CEO & Executive Advisor and Founder of Elevate Consulting, shares how leaders can use data to build stronger teams, make clearer decisions, and create more consistent business momentum. Her approach shows that growth often becomes easier when the right people are in the right seats, supported by structure and clarity.

- 1. Inventory your people before you change your strategy.** Before changing the plan, look closely at the team you already have. *Where is momentum strong? Where does friction keep showing up?* Jackie's focus is understanding how people are naturally wired to succeed in a role, not just what their title, experience, or resume suggests.
- 2. Match vision with translation.** Vision needs translation. Jackie explains that many visionary leaders need an architect or integrator, someone who can turn ideas into priorities, systems, and execution. Without that role, strong ideas can stay stuck at the top, while teams lose clarity and momentum slips between strategy and delivery.
- 3. Use data to spot bottlenecks early.** Stalled growth, disengagement, turnover, and churn often start with internal misalignment. Jackie's point is that leaders can often feel these problems before they can clearly name them. Data helps bring those patterns into focus early, before they become bigger business problems.
- 4. Build around strengths, not assumptions.** This work isn't about labeling people. It's about understanding natural strengths and aligning them with the right role. Jackie is clear that there are no bad profiles, only different gifts. When fit is strong, productivity and momentum improve. When it's off, even talented people can struggle.
- 5. Make people decisions with clarity.** Leadership means making hard people decisions. Data doesn't replace intuition, it sharpens it. Jackie's view is that stronger decisions come from seeing patterns clearly, reducing bias and guesswork, and choosing what's right for both the person and the business.