I have a wild story for you.

You'll never guess the outcome. (I sure didn't!)

It's the kind of story that you tell when driving home a point. Or, just when driving home. 🏎️

A company that recently sold for $27.7 BILLION began as a gaming company. What's wild?

They are NOT a gaming company now.

I'm talking about Slack.

Instead of failing as a gaming company, they pivoted from gaming to messaging for businesses.

Imagine that – a $27.7 billion-dollar pivot! 💪

So, how do you know when to grind versus when to pivot your company?

To drive home the driving home analogy, think about a stoplight. 🚦

At least once per quarter, list all the key items your team is working on (or wants to be working on) and do a green, yellow, red light test as a group.

Decide if an idea is:
✅ Good enough to go full steam ahead,
🟡 Questionable enough to slow down, or
⛔ Bad enough to abandon.

Let your team speak freely.

Get your executive team involved.

Ask your board members.

Once you have the feedback, make unemotional decisions.

Get your tires out of the mud and get unstuck on bad or mediocre ideas (even if they are BIG ideas).

Go through a company car wash, of sorts, and get cleaned up and back driving in the right direction. 🧭 **It will save you a lot of time and gas.**