Russell put his answers into a video (23 minutes)

<https://drive.google.com/file/d/1TObZtLjDvIbYXlEDGAFqTv8rXSMY0jTT/view?usp=sharing>

As a side note, Russell gave me the video link above… He had written responses for the first couple of items and then thought that it would be easier to just talk about the other topics. The notes below are what I (Brandon) pulled out from his talking about the different topics. Small disclaimer – these are not Russell’s exact answers, they have been interpreted.

1. Smaller, tight knit group for the core, but allowing for people to build whatever size ecosystems/groups/businesses on the side. Train tracks type analogy.

2. 2 to 3 years – for a base model

3. I really like the flexible model, would love some more guidelines and procedures. Make things powerful, beautiful, and easy. Lots of structure but not overbearing.

4. Flexible, good people to work with. Loves a lot of things including the great people that we work with.

5. He would like to see more structure where it is needed – not everywhere – but where needed. Roadmaps and plans and procedures in place. Estimates vs strict bids or quotes.

6. I personally like the independent model. It would still be nice to have some benefits and incentives though… 😊 Fast and small enough to get the job done but not too big and bulky.

7. He would like to see more reports and metrics that show who is doing what and what things are costing. Looking at different ways to help out the team to be more efficient in their different jobs.

8. Similar to above.

9. He likes what we are doing right now and wants to make it become even easier and more pretty. Modularize our products (toggle on/off for products) and be able to charge accordingly.

10. If you seek outside investments… there are pros and cons and the cons sometimes are pretty steep. Internal if possible.

11. Have different hierarchies within the company. For example: small Sales team and a head of the sales team. A small developers team and a head of the developers team. Small design team, small R&D team, etc. These teams could be internal or smaller sub teams. Russell did like the idea of a board of trustees that help manage the others. He likes the open source model, but we still need a direct leader.

12. Sounds fun for the core team. He would love to see the core team get some other incentives where possible.

13. Currently, he loves the flexibility. As long as it isn’t hurting the company, he would love to keep it open and flexible. There may be places that need more structure than others (jobs and tasks).

14. Project management, HR, finance, ecommerce

15. As long as it all flows together, I’m in.

16. A new dashboard interface would be awesome. Make it slick and nice. He has a number of ideas and options on his Pinterest account (small gallery of ideas). Good information with a nice graphical feel and flow. Nice graphs, BI (business intelligence), powerful, flexible, easy, nice.

17. Modular – the price has to be reflected on the size and what you do and use.

18. Videos are huge! Use generic terms and common terms vs our own lingo. Think of SEO (search engine optimization) level terms. Help people find us better and quicker.

19. yes, yes, yes. We want to have an awesome code structure. Including ways for each of us to get quality training (individual and group). Keep advancing ourselves and our system.

20. Bring it right to the user… make it so intuitive that they don’t need help files. Put the resources there when and where needed. Make it easy to get to and easy to adjust (able to change). Standards…

21. API’s, API’s, API’s --- yes, yes, yes. Robust API socket structures and documentation.

22. This is huge… What are the underlying purposes in moving in this direction? As a side note, there feels like a lot of what if’s if we head that way. Russell prefers a model where someone is charge but doesn’t mind an avenue where others could build and do their own thing (platform or railroad tracks type models).

23. Still doing what we are doing and keep improving our process. Within 5 year, we would love to have Fracture build (the next level). Within 10 years, get everybody moved over to the newest model.

24. Keep going!

25. Build the core and the platform and then offer other opportunities for others to build on to or off of the core or underlying platforms. Pay back to the core to keep it up and supported. Good people and good standards.