

Thom Filicia Takeaways: Checklist for Your Business

Print this, pin it above your desk, and start small.

1. WRITE YOUR SENTENCE

- Capture your point of view in one line.
- Use it everywhere: website, proposals, presentations, team hiring.
- If you can't say it in a sentence, you can't scale it.

2. BUILD YOUR "NO LIST"

- Three categories: Materials, Moves, Moods.
- Define what you don't spec, what you don't do, and what you don't create.
- Share it with your team and trades. Revisit quarterly.

3. ADD THE "LIVES BETTER" QUESTION

- For every presentation, ask: "How will this decision invite people to use this room more?"
- Shift the conversation from pretty to livable.
- Stop selling product—start delivering value.

4. CREATE AN ON-BRAND GATE

- For every new opportunity, ask three questions:
 - Does it express my sentence?
 - Does it serve my current clients?
 - Will it still endure with my brand in five years?
- If you don't get 2 out of 3, it's a no—or a "not now."

5. SCHEDULE A QUARTERLY STRETCH

- Protect it like a client meeting.
- Explore something new: a showroom, a market, a vendor, or even new tech.
- You're not committing—you're educating your eye and keeping curiosity fit.

