



Are You Playing to Win?

When you think of your company's growth, you need to ask a hard question: What game are we playing? Are we here to win, or are we just playing the game? No judgment here - both approaches can work, but the key is ensuring everyone on your team understands what's on the table and that your leadership is aligned around this aim. For the growth-focused, opportunistic company, playing to win means leveraging killer strategies to gain an edge. Consider these six Red Chip strategies designed to clarify, sharpen, and accelerate your company's growth goals, providing clarity for leadership and empowering teams to execute without hesitation.

1. Press to Test: High Limit Questions

Getting to the heart of your company's purpose and game plan begins with asking High Limit Questions - the kind that challenge assumptions and cut through uncertainty. Are you looking to dominate a market or build a steady foundation that can withstand volatility? High Limit Questions are not casual; they should be crafted to expose the weak spots in your strategy. What's your endgame? Do you want quick wins, or are you in this for legacy building?

For teams to excel, these questions must be answered with brutal honesty and transparency. Push your leadership team to think about the long-term vs. short-term objectives, and then test those assumptions by questioning whether your current trajectory aligns with that reality. In every game, the best players know when to press hard and when to hold back - this is your chance to decide your line of attack.

2. Read the Deck: Predictive Logic

Predictive Logic means staying three steps ahead by recognizing and interpreting patterns. While most companies make moves based on market trends, opportunistic leaders know to look for subtle cues and anticipate how the game will play out several steps ahead. Start tracking your competitive landscape like a card counter would a deck. Notice where your competitors are focused, where they're vulnerable, and the trends they're ignoring. What could disrupt your market next year?

Use Predictive Logic to shape your product or service roadmap and keep a close eye on where your clients' pain points are shifting. Reading the deck well ensures that you're positioning your next moves to capitalize on emerging opportunities and not just reacting to what's already happened.

3. Eyes Everywhere: Situational Intelligence

Opportunistic leaders have "eyes everywhere" - they pick up on details others miss and use this edge to gain momentum. Situational Intelligence is about situational awareness, absorbing information from all directions, and knowing how to act. Here's the trick: stay hyper-attuned to what's happening on the ground and at the top, both in your industry and in your organization. This intelligence keeps you agile, allowing you to make moves that are well-timed and relevant.



Situational Intelligence ensures that everyone, from executives to entry-level employees, knows they're an integral part of keeping your company sharp. In a crowded field, having the sharpest sense of the situation can help you get ahead faster than anyone who's only focused on broad strokes.

4. **Beat the Bust: Emotion Mastery & Self Awareness**

Playing to win means maintaining control even under pressure. Emotion Mastery is essential because the cost of reactionary decision-making can be lethal in a growth-focused environment. Great Advantage Players® know they must train to see situations objectively, not emotionally. Maintaining steady self-awareness allows you to make calculated moves instead of impulsive ones. Are you or your team showing signs of emotional burnout? If so, recognize it, address it, and reinforce a culture where emotional control is a strength. This skill separates those who win from those who burn out or fold under pressure. Commit to making decisions only when your mind is clear, and your purpose is certain.

5. **Hold or Fold, Stay or Play: Self Control Strategies**

Growth doesn't mean pursuing every opportunity. It's about seizing the right ones with the self-discipline to fold on opportunities that dilute your focus. Self-Control Strategies are vital, as leaders who fail to prioritize can easily overload their teams with conflicting objectives. Before taking on a new project, assess its alignment with your core goals. Ask: Will this advance our endgame? Will it sharpen our competitive advantage, or just add complexity? Advantage Players® know when to pass on a deal that looks good on paper but takes focus away from their primary goals. Ensure your company isn't spread too thin by saying "no" to opportunities that don't align with your game plan.

6. **Doubling Down: Maximizing Opportunities**

Once you know you're onto something with high potential, don't hesitate to double down. Maximizing Opportunities means putting resources and energy behind what's working to amplify results. If you've identified a product or service line with traction, expand it, explore complementary offerings, and bring in your A-team to optimize and execute. Doubling down is about commitment: commit to fully realizing the potential of high-return opportunities and don't scatter your focus across lesser returns. Leadership here must take decisive action, leveraging resources for maximum output.

7. **Fast 5: Action Steps to Secure the Win**

- **Challenge the Narrative** – Ask High Limit Questions to define your endgame. Ensure leadership and team alignment with full clarity on whether you're playing to win or just to play.
- **Track Patterns and Trends** – Use Predictive Logic to analyze competitor and market patterns. Stay ahead by anticipating rather than reacting.
- **Boost Situational Awareness** – Cultivate Situational Intelligence throughout your organization. Make sure every team member is observant and knows their input is crucial.
- **Reinforce Emotional Discipline** – Develop Emotion Mastery across leadership. Provide training or resources for your team to handle pressure with calm and strategic thinking.



- **Consolidate Resources Where It Matters** – Identify areas of strength, and double down. Avoid diversifying focus and resources unnecessarily.

Conclusion: Choosing Your Game, Playing to Win

It's simple - either play to win or clarify another game you're pursuing. For opportunistic companies, especially, every decision made without clarity around this goal risks confusing the team and diluting effectiveness. With the Advantage Player® approach, you sharpen your ability to see what others miss and gain an edge in every decision. By aligning your team's mindset, developing your leadership's emotional control, and choosing opportunities with precision, you'll position your company not just to survive but to win. The game is yours; play it to the fullest.

Move the Needle:

Our Winning Hands™ series exposes killer strategies - Advantage Plays® - that peak performers use to get ahead and stay ahead. Drawn from the worlds of card counting and Wall Street, these calculated moves leverage approaches such as predictive logic, situational intelligence, and the nerve to press when the odds are in our favor. Straight from the Advantage Player® Institute's Red Chip program, harness controlled aggression, adaptability, sustained growth, and more. Are we right for one another? Find out by setting a time to speak with us: <https://my.timetrade.com/book/FGJGQ>