

Let's Dive In:

**What if
performance
was just a side
effect?**



2

Designing Results
that Repeat.

**WHEN YOU ARE
NOT IN
THE ROOM**



The
Hidden
Story
of What
You Are
Really
Building

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TELÓN

It Looks Like Success. But It's Built on Cracks.

You hit the targets and damage the system.

PERFORMANCE ON PAPER

Fast Growth
Environment,
Revenue
Targets Hit



High Activity
Metrics,
Deals Closed
Swiftly



Bonuses
achieved based
on Quotas
being met.



Fast-Paced
Environment,
High Activity
& High Demand



Achieving
Results is
the Way
of Work



Delivery
Team
Stretched
Thin



Promises
misaligned,
Capacity
Overload



Distorted
Behaviors
Incentivized



Onboarding,
Support, or
Quality
dropped



Internal
Hyper-Competition,
Communication
collapse



CULTURAL UNDERCURRENT

Execution without culture delivers in the short term
but corrodes the future.

The Unseen Impact

Performance is not Proof of Sustainability:

When the **result gets pushed** before the system is ready,
people learn **overpromising** is **acceptable**.

→ ***Match ambition with readiness.***

When performance is **celebrated** without knowing **who made it possible**,
they learn **visibility** matters more than **contribution**.

→ ***Shine a light on true ownership.***

When **speed trumps process** again and again,
the team learns the **how** doesn't matter.

→ ***Protect the integrity of execution.***

When results are rewarded but **people are worn thin**,
they learn **performance** matters more than **sustainability**.

→ ***Honor the human cost of output.***

Not all wins build strength

Have we confused driving results
with building capability?

It's the Culture that Makes Execution Sustainable

Sustainable Performance isn't built on pressure—it's built on **clarity, trust, and alignment**.

Clarity makes **action faster**.

Trust makes **decisions easier**.

Alignment makes **results repeatable**.

Culture isn't the result of success—it's what makes success **repeatable**.

Build it to last. Because performance fades.

(Truth 2 of 7 - Stay tuned next week.)

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