In the last 12 months, I published 392 posts and earned 129,102 engagements on Linkedin. That impact is substantial. But when I looked back at my top 5 posts, I was surprised at what resonated the most:

This week, @Peter Conforti from Good Content sent me a “2024 Wrapped” of my Linkedin content.

In the last 12 months:
– 392 total posts
– 129,102 engagements
– 7.5 posts per week on avg
– 329 engagements per post on avg

Here are the TOP 5 POSTS and my theories on why the topics resonated:

5. (1,481 likes) RevOps should report to finance

True alignment begins with shared data, not siloed departmental spreadsheets. You were tired of GTM misalignment, and this provided a simple solution: Finance owns the numbers, Rev Ops does the reporting.

4. (1,734 likes) Never assume conspiracy when incompetence will suffice

Building 15 companies and generating $1B+ in cumulative ARR taught me this: Assume positive intent. Yes, things break down. But it’s often because people are stretched thin, not sabotage. In the messiness of the startup world, this mindset shift helped you stay grounded.

3. (1,735 likes) Profitable Efficient Growth doesn't need investors

A PE investor thought he knew the value of my company. But I didn’t care. Investor opinions don’t matter if you’re not selling. This reminded us all that long-term growth is built on customer satisfaction, not short-term investor interests.

2. (2,155 likes) Meetings make money, more salespeople do not

The path to revenue isn’t more salespeople - it’s more meetings. It’s simple: Meetings create opportunities for your reps, and opportunities create money. You were looking for smarter ways to scale, and this approach was more sustainable.

1. (2,907 likes) GTM 4 EVA

Old-school GTM is unsustainable. Profitable Efficient Growth is not. Aligning Marketing, Sales, CS, and Ops isn't just a nice-to-have - it's the only path to lasting success with constrained capital. You needed a more practical approach to growth, and this framework was the blueprint.

DM to get Peter's full report and see even more surprising stats.