

Same Team, Same Dream

Why your staff problem is actually a vision problem.

The affiliate world has no shortage of business owners and a significant shortage of leaders.

The 4am text. The coach who treats the gym like a hobby. None of these are staff problems — they are symptoms of a vision that was never clearly articulated and a team that was never shown their place in it.

Tony · FitFilliate · 2025

You put your savings on the line. You sketched out the dream, filled up that Rogue cart, walked through more dilapidated warehouses than anyone will ever know. You turned the lights on.

Things started moving. People rolled in. Then it hit you — you cannot do this alone.

So like most affiliate owners, you took a crash course in staff development. Which is the polite way of saying you winged it. You promoted someone from your 6am class because they got their L1. Now you have a morning coach.

Then came the 4:20am text. "Throats scratchy, catch you next week." Class starts in ten minutes.

This is not a staff problem.

You Built a Business and Ran It Like a Hobby

The simple explanation: you created a business, then ran it like a passion project, and hired accordingly. Your staff treated it the way the environment told them to treat it. They were not out of line. You created unrealistic expectations for the reality you actually built.

If you are going to be in business, it has to operate like one. Someone has to be the boss — not a tyrant, a leader. And learning how to build a team is itself a skill worth serious investment.

When Someone Disconnects From the Future

Most people go to work every day with no idea what they are working toward. They execute tasks. They have no connection to a future state. They are miserable, and they are the majority.

The best organizations articulate the future clearly and repeatedly. They show every person their place in it. The work does not change. The context does. And context is everything.

You are an affiliate. You are already trying to change the world. The mission exists. What most owners fail to do is protect, articulate, and perpetuate that mission so the team can find themselves in it. If you are the north star and you go dim, who do they follow?

Vision Protects Itself

A clear vision does two things simultaneously. It attracts the right people and makes it obvious — to everyone, including them — when someone does not belong.

Every affiliate owner has encountered the checked-out employee. In almost every case this says more about the clarity of the vision than the character of the person. A compelling vision either enrolls people or reveals that they cannot be enrolled. Either outcome is useful.

Your job is not managing people. It is managing the vision. Relentlessly.

Three Questions

Ask yourself these regularly — especially the third:

1. Can I clearly articulate our vision, and would my team be able to recite it back? 2. How often do I actively speak the dream to my team? 3. How often do we make decisions in direct alignment with it?

The hardest part of being in business over time is staying aligned. Once you lose the team, you lose the dream. Employees are hard — but only because this is a skill you have not fully developed yet. Level yourself up. Level them up.