

**The Hypergrowth Formula That
Transformed Tesla, Lululemon,
General Motors and SpaceX**

The Algorithm

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Book Key Takeaways

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Main Idea

True scale and speed, hence growth, are achieved not by adding new tools and solutions to existing processes, but by ruthlessly deleting unnecessary and non-value adding steps.



The Algorithm

The Algorithm has five steps.

1. Question every requirement
2. Delete every possible step
3. Simplify and optimize
4. Accelerate cycle time
5. Automate last

The order is important.



Question Every Requirement

Many requirements are inherited, may not be really crucial now. Rules, specs, customs, and approvals need a clear owner and reason. If nobody can explain why something is necessary, challenge it.



Delete Every Possible Step

Complexity grows naturally.

Map the process and ask what the customer actually pays for. Every meeting, approval, handoff, and step should earn its place.



Simplify and Optimize

Do not optimize clutters.

Remove what should not exist first. Then make what remains faster, optimized, and easier to repeat.



Accelerate Cycle Time

Speed reveals truth and opportunities in a process.

Look at the gap between *cycle time* and *actual touch time*. That gap is often where inefficiencies live.



Automate Last

Automation should be the final move. If the process is broken, automation speeds up waste. Automate only after questioning, deleting, simplifying, optimizing, and accelerating the work.



Customer Reality

Leaders must understand the full customer experience, use the product as customers do, and create urgent feedback loops. Pain points often show where the real opportunity sits.



So What?

Complexity builds easily and hard to see. We need to ask:

What can we stop doing so the system can move faster?

Too much complexity is improved by removing what is no longer needed.

(via negativa)