Media Kit
for Keith Lucas

Thanks for having Keith as a guest on your show. Reach out to media@keithvlucas.com with questions.

Introduction

This is a suggestion. Free to shape to fit your show.

Today's guest is Keith V. Lucas — form Chief Product Officer and Chief Technology Officer at Roblox with over 30 years of experience building teams in tech.

He's developed a proven model that helps leaders **cross the chasm from early-stage to teams that scale** — that critical moment when instinct and effort stop being enough, and the team has to evolve to keep growing.

Keith shares the model he developed for that transition — building aligned, mission-driven teams that can scale without losing what made them effective in the first place. He's the author of *IMPACT* and works with founders and leadership teams navigating that shift.

Questions

The following are suggestions. Free to develop your own questions to fit your show.

- You talk about this idea of "the chasm." What actually starts to break down for leaders when they hit that moment?
- At the center of *IMPACT* is this idea of aligned autonomy and mission athletes. Can you break that down in a practical way?
- You say, "culture is what you do, not what you say." What are a few decisions leaders make every day that actually define culture?
- When a team isn't scaling well, where do you usually see the first cracks — is it structure, decision-making, people?
- You talk about "mission athletes" as a specific type of person. What should leaders actually look for if they want to build a team like that?
- You talk about autonomy and alignment needing to exist together. Where do leaders tend to get that balance wrong?
- One of your ideas is that mastery is the multiplier. What does that look like inside a team — and how does a leader actually create it?
- You write about coaching up and coaching out as part of the same continuum. How should leaders think about those harder conversations?
- For a leader listening right now who feels like they're in that chasm, what's the first thing you'd suggest they pay attention to?

Social & Website

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Book Summary

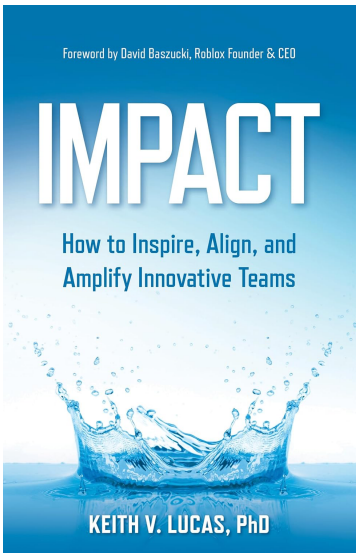
Impact: How to Inspire, Align and Amplify Innovative Teams | By Keith V. Lucas

Impact explores the people and culture teams need for sustained innovation and problem-solving.

This transformative guide is aimed at leaders who have earned their roles through subject matter expertise, a capacity for impact, and innate leadership skills, and who now face the challenge of building innovative teams. This is the high-impact engineer turned manager, or the rising scientist turned lab director, or the founding startup executive. Subject matter proficiency and leadership intuition can initially take leaders far, but team performance ultimately hits a wall when leaders lack team-building expertise.

Impact guides individuals across the leadership spectrum, from the new player/coach to the seasoned team builder, helping them sidestep common scaling pitfalls such as diminished team impact, lower productivity, culture dilution, disempowerment, and loss of focus. It presents a two-tiered framework that examines culture as a system and leadership as a discipline. The first tier offers team-wide practices to drive focus, cultivate alignment, and unlock collective brainpower and horsepower. The second tier provides individual-centered practices to ensure the team hires, promotes, and retains those most likely to contribute to the mission.

Drawing from Keith V. Lucas's direct experience in building teams and advising startups, Impacts offers practical insights for effective team building and leadership.

Headshots

Book Cover