

LEAD LIKE A CEO

Next Level Leadership Skills for Small Business Owners



Presented by


Vania Clark Butler
BREAKTHROUGH BUSINESS MENTOR



Background


- Coach, Consultant, Mentor, Advisor and Trainer
- 2x International Best-Selling Author
- Help owners break through limitations faster

Introduction

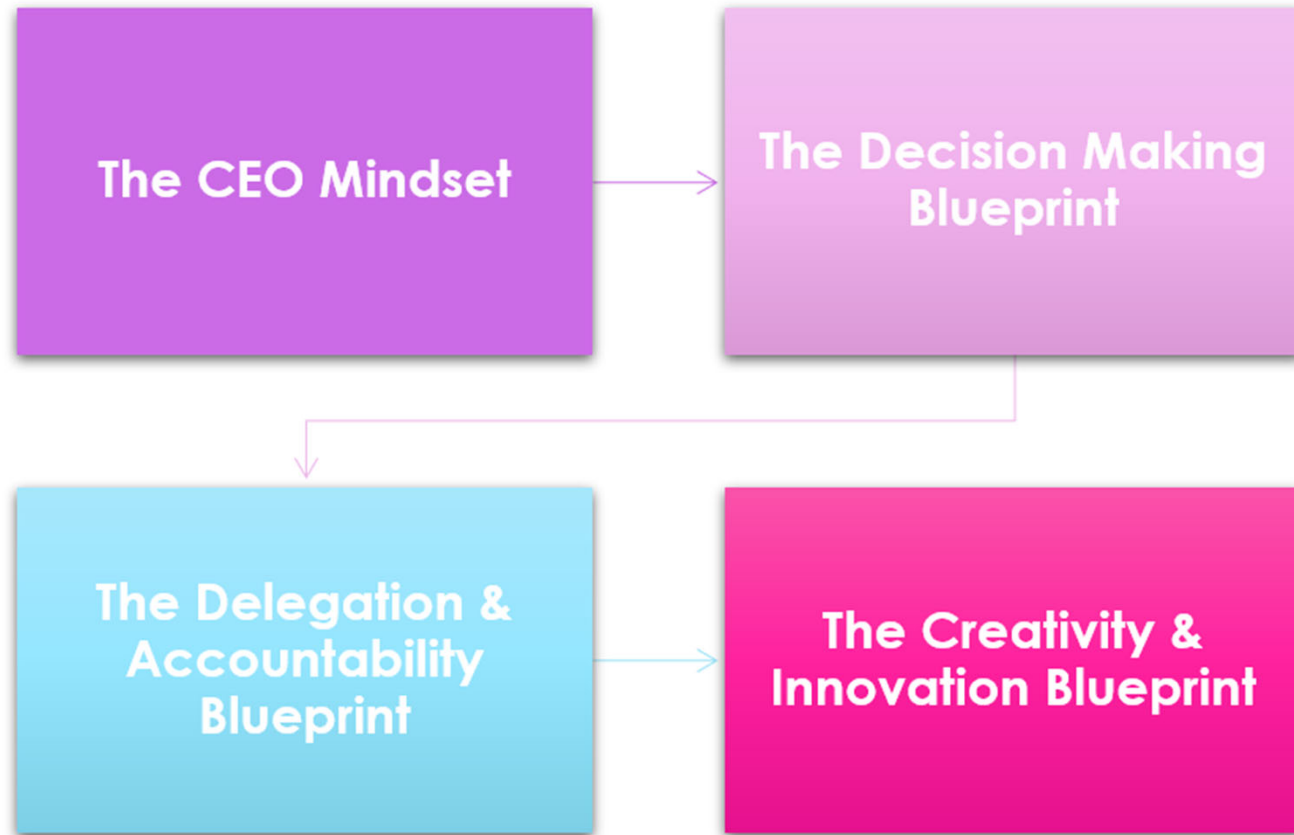
- 
- Being a CEO means that you can no longer perform or oversee all aspects of the business
 - It can be hard to let go of control



If you remain in the mindset of the business operator, you won't be able to grow

- 
- You'll discover that leading your business like a CEO will turn you into one
 - You'll develop the right mindset and the key skills you need


Overview of your roadmap through the course:



Key Outcomes:

- Clarify where and how you need to change your mindset
- Make speedy and informed decisions, so that you can optimize your time

- Delegate day-to-day tasks and decisions, so that you free up your time AND hold people accountable so that you can feel confident that the work is getting done

- Use a proven process to encourage creative and innovative thinking in yourself and in your team
 - Consolidate, integrate and implement your learning and plan future action steps
- 



Action Steps

Complete the following steps to get ready for Module 1:

1. Download **Roadmap and Course & Action Guides**.
2. Download and take **CEO Assessment**
3. Take a minute to think about what you want to get out of the course.
4. In the **Action Guide**, write down three skills you expect to gain.

Got Questions?

Email support comes with your first 60-days after getting the course.

Get answers by sending your questions to LeadLikeACEO@SeriouslySystemized.com with Question(s) in the subject line.





Module 1 – The CEO Mindset

Key Outcome:

Clarify where and how you need to change your mindset, so that you can feel confident being a strategic CEO and successfully lead your business

A successful CEO needs both a strong mindset and a strong skill set

Essential CEO Skills

1. Measure and analyze



2. Focus on your ultimate goals



3. Remain flexible



4. Stay open to innovation



5. Motivate those who work with you

Keep in mind that these skills can all be developed over time

Reflect on the five areas and appraise your current level of competence

Your Mindset

Your Mindset

You need the self-confidence of a leader to be able to succeed at the head of your business



Ability to set the direction for the business and make long-term decisions



Respectful and considerate of other people



Open to new ideas



Ability to listen to others and ask for feedback



Ability to step out of the day-to-day and see the big picture



Focused and motivated on your goals



Ability to inspire others with your vision



Positive even in the face of challenges



Problem solver when things go wrong



Taking full responsibility and not apportioning blame



Assessing where you are today with the CEO Mindset Checklist

Strategic Direction

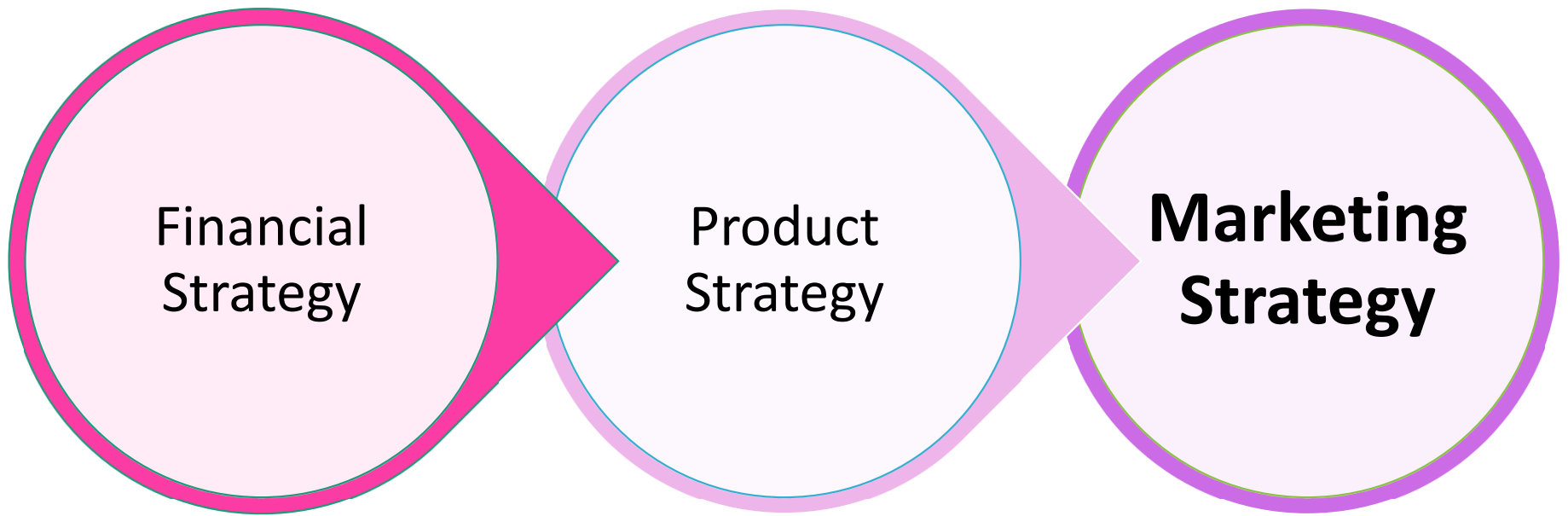
Strategic Direction

- The CEO is the ultimate decision maker
- There are some key strategies you need to have in place to grow your business



**Financial
Strategy**





- These strategies are interdependent and should go hand in hand
- As CEO, you can't afford to lose this overview

Your Current Strategy Position

Your Current Strategy Position

- The most effective strategies are simple and structured
- Review your own strategies and how you came up with them

What is your company's overall strategy on Finance, Products/Services and Marketing?

What is your company's overall strategy on Finance, Products/Services and Marketing?

Where do you lack strategic direction?

What is your company's overall strategy on Finance, Products/Services and Marketing?

Where do you lack strategic direction?

How often do you discuss strategy?



What is your company's overall strategy on Finance, Products/Services and Marketing?

Where do you lack strategic direction?

How often do you discuss strategy?

How does lack of strategy affect your business outcomes and growth?

Action Steps:

1. Look at the **5 key skill areas** for CEOs and note down which you find easiest and which are more challenging to you.
2. Review your current strategy position by answering **The CEO Mindset Checklist** questions in your **Action Guide**.



Got Questions?

Email support comes with your first 60-days after getting the course.


Get answers by sending your questions to LeadLikeACEO@SeriouslySystemized.com with Question(s) in the subject line.



Module 2 – The Decision-Making Blueprint

Key Outcome:

Make speedy and informed decisions, so that you can optimize your time and prevent bottlenecks in business operations



What's Difficult About Decision-Making?

- Many entrepreneurs have trouble making decisions
- This can be for a number of reasons

**Lack of
confidence**

**Lack of
information**

Lack of time

**Too much
choice/too
many options**

**Fear of getting
it wrong**

**Fear of what
others will
think**

Decision Types

Decision Types

You need to know the difference between decisions for strategic direction and decisions for day-to-day operations



Strategic:

Major decisions related to product or service diversification, entering a new market, pricing strategy, and so on

Strategic:

Major decisions related to product or service diversification, entering a new market, pricing strategy, and so on

Operational:

The tactical choices to be made between available options to help you implement that strategy. E.g., deciding where and how to promote a new product

Strategic:

Major decisions related to product or service diversification, entering a new market, pricing strategy, and so on

Operational:

The tactical choices to be made between available options to help you implement that strategy. E.g., deciding where and how to promote a new product

Programmed:

The routine and repetitive daily decisions such as when to post on social media, etc.
They are generally low risk decisions, and so can be delegated or replaced with a standard procedure



Some decisions have more influence than others

The 5-Step Decision-Making Process

The 5-Step Decision-Making Process

- You want effective and efficient decisions that bring strategic results
- It's best to have structure in your decision-making



The 5-Step Decision Making Process in this module can be used for all your decisions

Step 1 - Define exactly what decision needs to be made



```
graph TD; A[Step 1 - Define exactly what decision needs to be made] --> B[ ]; B --> C[ ]; C --> D[ ]; D --> E[ ]
```

Step 1 - Define exactly what decision needs to be made



```
graph TD; S1[Step 1 - Define exactly what decision needs to be made] --> S2[Step 2 - List your possible courses of action]; S2 --> S3[ ]; S3 --> S4[ ]; S4 --> S5[ ]
```

Step 2 - List your possible courses of action

Step 1 - Define exactly what decision needs to be made



Step 2 - List your possible courses of action



Step 3 - Do a reality check



Step 1 - Define exactly what decision needs to be made



Step 2 - List your possible courses of action



Step 3 - Do a reality check



Step 4 - Choose an option and implement it



Step 1 - Define exactly what decision needs to be made



Step 2 - List your possible courses of action



Step 3 - Do a reality check



Step 4 - Choose an option and implement it




Step 5 - Review and evaluate its effectiveness

Example Walk-Through

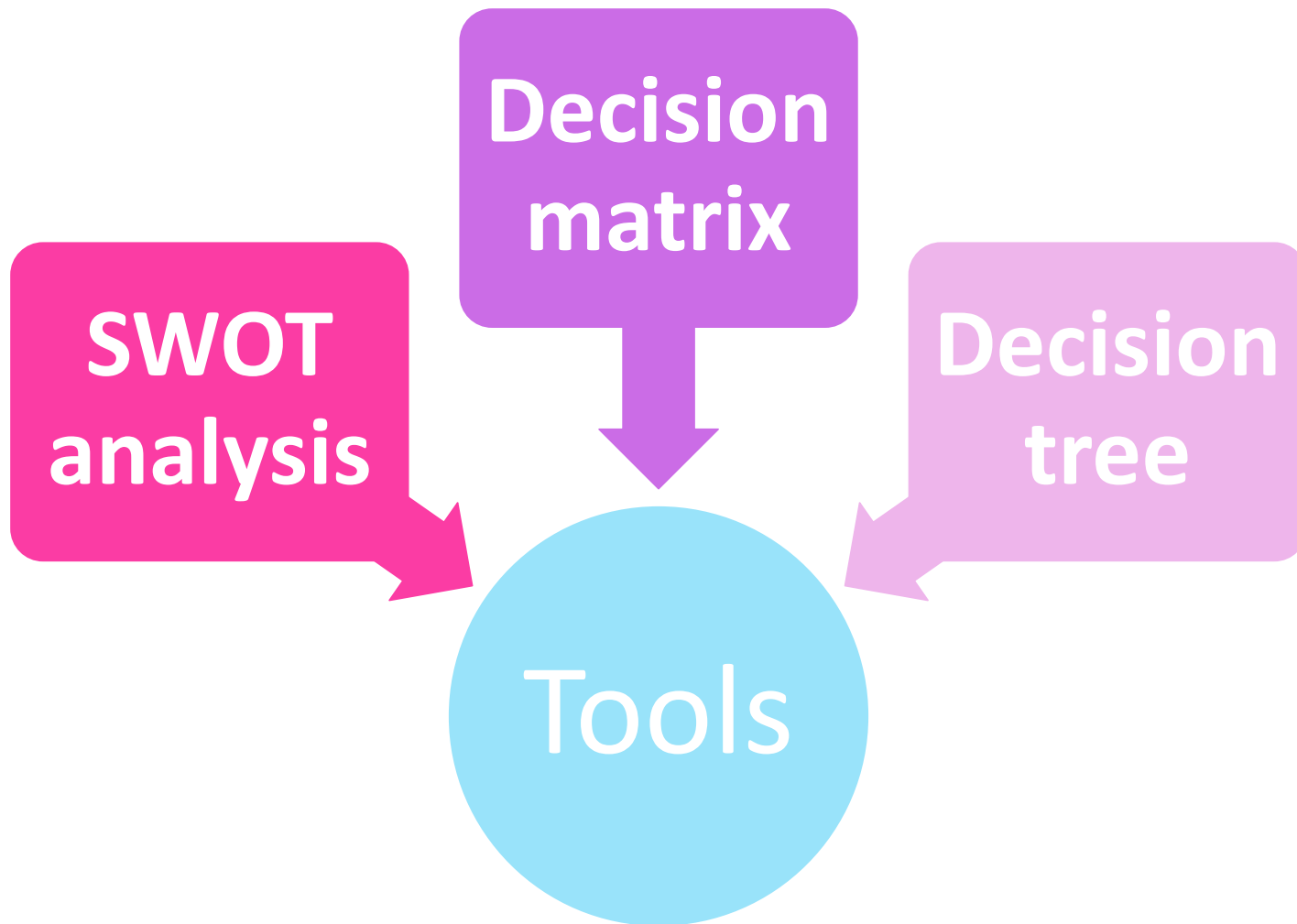
Example


- Step 1 – Revenue targets haven't been met and you need to bring in some money
- Step 2 – Your possibilities could be to
 1. Package up and sell a new product
 2. Have a flash sale of existing stock
 3. Offer an opportunity to purchase at a discount
 4. Promote a premium service to a few chosen customers

- Step 3 – 1 & 4 will take too long to set up, you've never tried option 3
- Step 4 – You choose #2 as you've got stock to spare, can promote right away

- Step 5 - You implement your decision and monitor over the next 4 weeks
 - If revenue is falling month to month, then you'll need a strategic decision
- 


- You'll spend more time over the steps and to the pros & cons of the possibilities
- You can use tools help you to map out all the possible options



- Whatever method you use, remember, there's no such thing as a 'bad' decision
 - Your decisions aren't set in stone forever; they can always be refined later
- 

Does Intuition Play a Role?

- Gut instinct, or intuition, is your immediate understanding
- Intuition is the result of a lot of processing happening within the brain

- Using intuition alone won't lead to good decisions
 - But intuition can be useful for making quick decisions
 - When in doubt, trust your gut
- 

Action Steps:

1. Analyze any difficulties you have making decisions. **Write down the reasons** and what you could do to improve.
2. Choose a current operational situation you're having trouble making a decision on and use the **5-Step Decision Making Process Worksheet** in the **Action Guide** to help you plan.



Got Questions?

Email support comes with your first 60-days after getting the course.

Get answers by sending your questions to LeadLikeACEO@SeriouslySystemized.com with Question(s) in the subject line.




The background of the slide is a solid purple color with a repeating geometric pattern of interlocking diamonds or squares. The pattern is composed of multiple concentric lines forming a grid of diamond shapes.

Module 3 – The Delegation & Accountability Blueprint

Key Outcome:

Delegate day-to-day tasks and decisions so you can focus on the strategic side of your business

Why Delegate?

- Delegation will enable you to free up time to focus on your CEO role
 - You can narrow your focus on your high-level goals
- 

What Prevents Delegation?

Many entrepreneurs don't delegate what they need to early enough

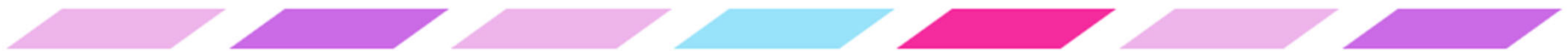
It's your baby and you're afraid of losing control



You want to show that you can do anything that you would ask team members to do



You feel more secure and comfortable doing something which you know you can do well rather than fully taking on your CEO role



You believe it's quicker and easier to do the job yourself, rather than leave it to somebody who can't do it as well as you can



You have no choice but to do it yourself because you don't have enough people to do the job for you




You can't afford to pay someone else to do something you can do yourself



You don't know how to hold people accountable to do it for you



- The truth is that you can't afford not to delegate
 - Start identifying what prevents you from delegating
- 

Identifying Tasks to Delegate

Identifying Tasks to Delegate

Leverage the skills of others and focus on the more interesting jobs which need a strategic steer from the CEO

Take some time to make a list of your daily tasks and note down roughly how much time you spend on them

What am I doing that need not be done at all? What tasks do I engage in that aren't essential and consume a lot of time?

Which of my activities could be done by somebody else just as well, if not better?

Where do I have gaps in my skills or knowledge that could be helped by outsourcing to an expert?

Identifying Delegation Options

Identify Delegation Options

See which tasks need a person and which can be done by an online system.

1. Choose the right system

- There are many software tools available to automate routine processes
- What technology might help? For example:
 - ScheduleOnce or Calendly for online appointment bookings
 - Keap or MailerLite for sending automated emails
 - Asana or Trello for online project management and tracking
 - Whale.io or Trainual to automate employee onboarding and trainings


- Slack or Monday for team communication to save time and keep everyone informed and productive
- Voice recognition software like the ones found in Microsoft Word or Google Docs for saving you time creating documents




Find tasks to automate and free up your time

2. Choose the right person

- Find someone else to handle tasks which don't relate directly to your CEO role
- Use team members or outsource

- 
- Small businesses often don't hire full-time employees anymore
 - There are lots of skilled workers who choose not to be in full-time employment

- 
- Cost is often the major reason we don't find someone to help us
 - This can be a false economy

The 5-Step Delegation Process

The 5-Step Delegation Process

Delegate day-to-day tasks and decisions to free up time to focus on strategic business growth

Step 1 - Identify the need



Step 1 - Identify the need



Step 2 - Identify the person



Step 1 - Identify the need



Step 2 - Identify the person



Step 3 - Create a delegation plan with the person



Step 1 - Identify the need



Step 2 - Identify the person



Step 3 - Create a delegation plan with the person



Step 4 - The person implements the plan



Step 1 - Identify the need



Step 2 - Identify the person



Step 3 - Create a delegation plan with the person



Step 4 - The person implements the plan



Step 5 - Feedback and evaluate

How Delegation Goes Wrong

Maybe you tried delegating in the past and it didn't work out well

You don't know the strengths and limitations of your people well enough

You aren't clear and specific about the outcome you expect

You give up accountability and make them totally responsible

You delegate in an unfair way and always choose the same person on your team

You don't make the necessary resources available for them to do the task

You're not available for the agreed upon support

You micro-manage and don't let the person get on with the task



Action Steps:

1. Write down what gets in your way of delegating.
2. Make a list of daily tasks and how much time you spend on them.
3. Review the list again and identify tasks that can be automated and outsourced. Plan to find the tools and set up the systems.
4. Choose a task to delegate and use the **5-Step Delegation Process Worksheet** to guide you.

Got Questions?

Email support comes with your first 60-days after getting the course.

Get answers by sending your questions to LeadLikeACEO@SeriouslySystemized.com with Question(s) in the subject line.




Module 4 – The Creativity and Innovation Blueprint

Key Outcome:

Use a proven creative process to encourage the innovative thinking that will impact your unique value and long-term business growth

What Is Innovation?

Innovation is seeing in new ways, then using that insight to create something that you and others find useful and valuable





Make it safer, quieter, smaller, faster, portable, downloadable, more accurate

Improve delivery according to the needs and wishes of your customers

Reduce the cost

Make it easier to use or understand

Add more performance, capacity, features, functions



Make it easier to access, less waiting

Provide more durability or reliability

Give better appearance shape, design, style

Make it portable

Make it self-cleaning or easy to clean

Choose to Innovate

- Make **a list** of any improvements you've been meaning to make
- Remember, innovation can enhance rather than completely change something

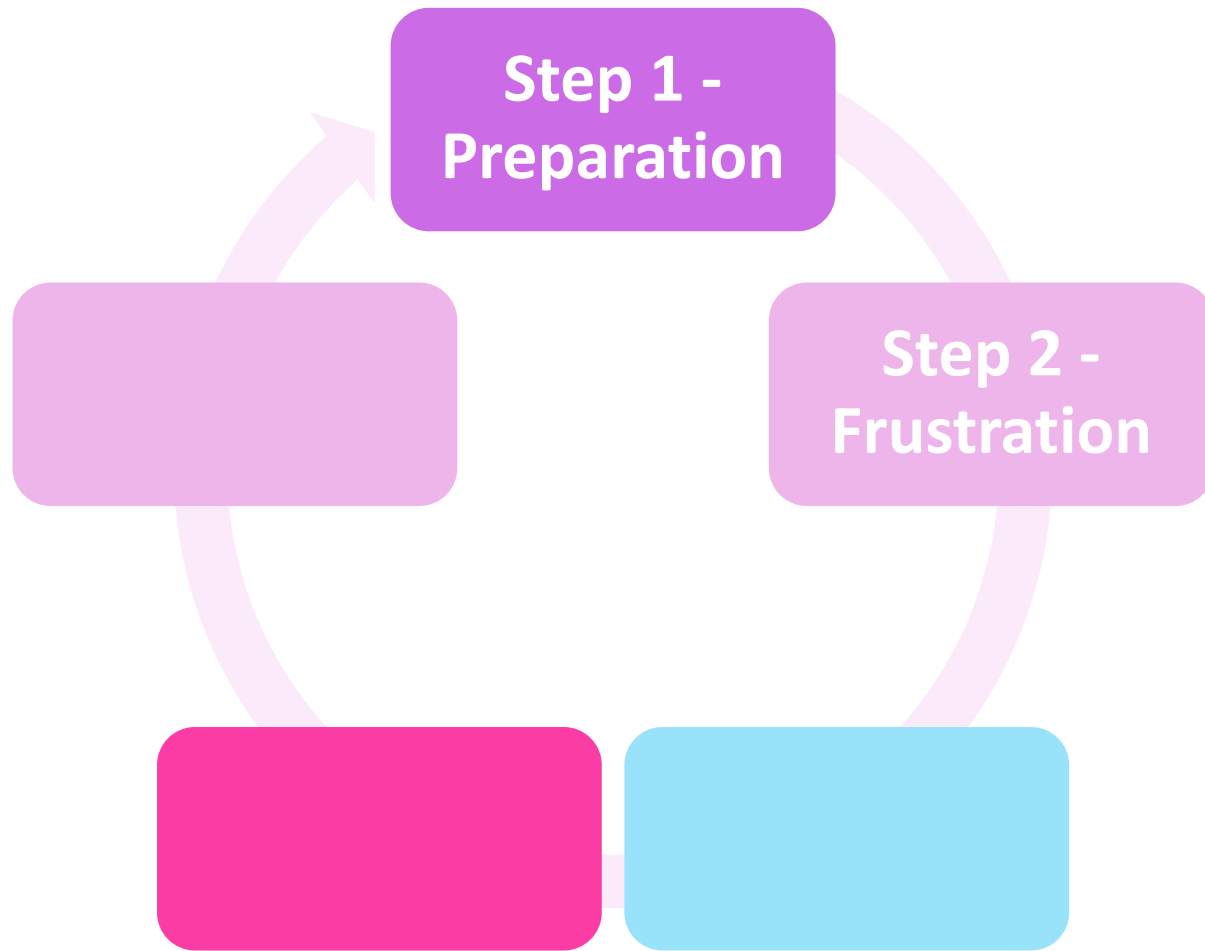
The 5-Step Creative Process

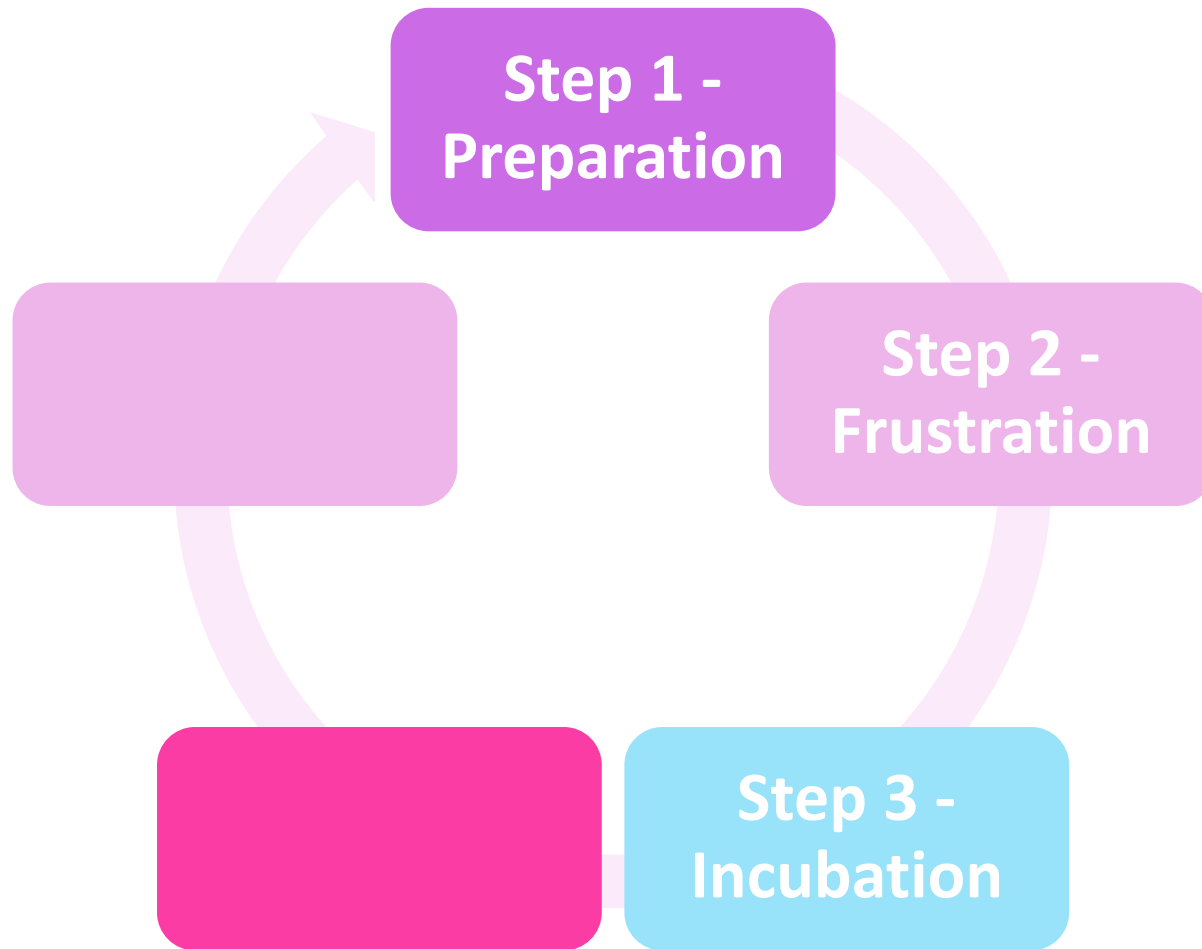
The Creative Process

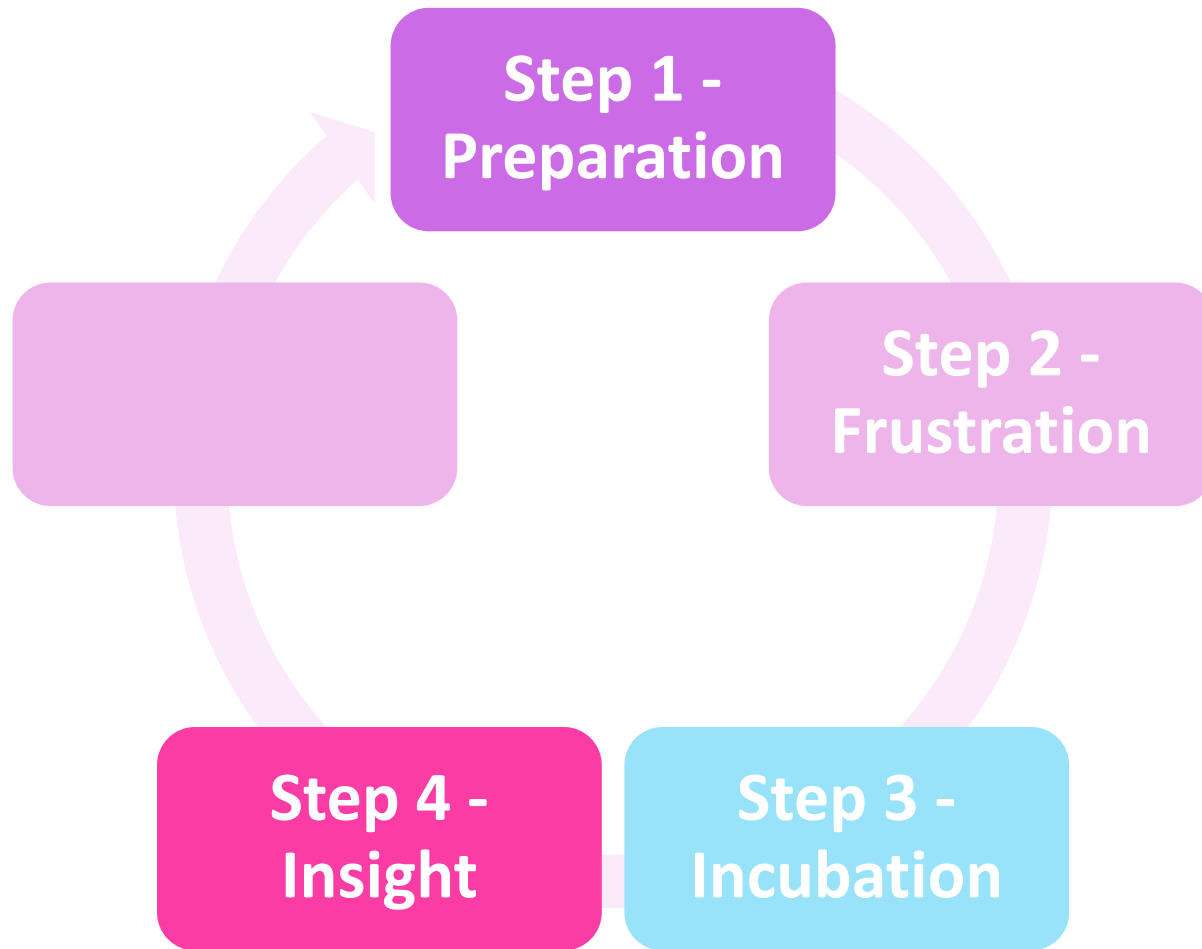
- Creativity is a mix of skill and attitude and you can develop it
- A CEO promotes innovation when they bring together and manage creative ideas

The 5-Step Creative Process











You'll try out the creative process by choosing one of the improvements you noted earlier

How to Inspire Your Own Creativity

How to Inspire Your Own Creativity

As CEO, you are the leader in creativity for the people you work with



Creativity can be learned and there are many ways to develop your way of looking, thinking, living, seeing, and being

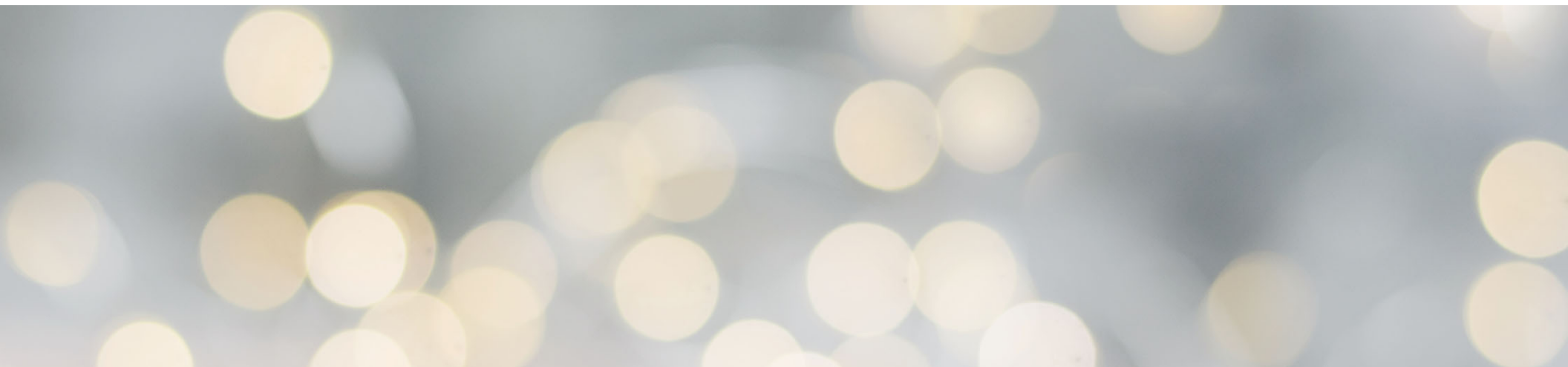


Exercise 1: New Uses

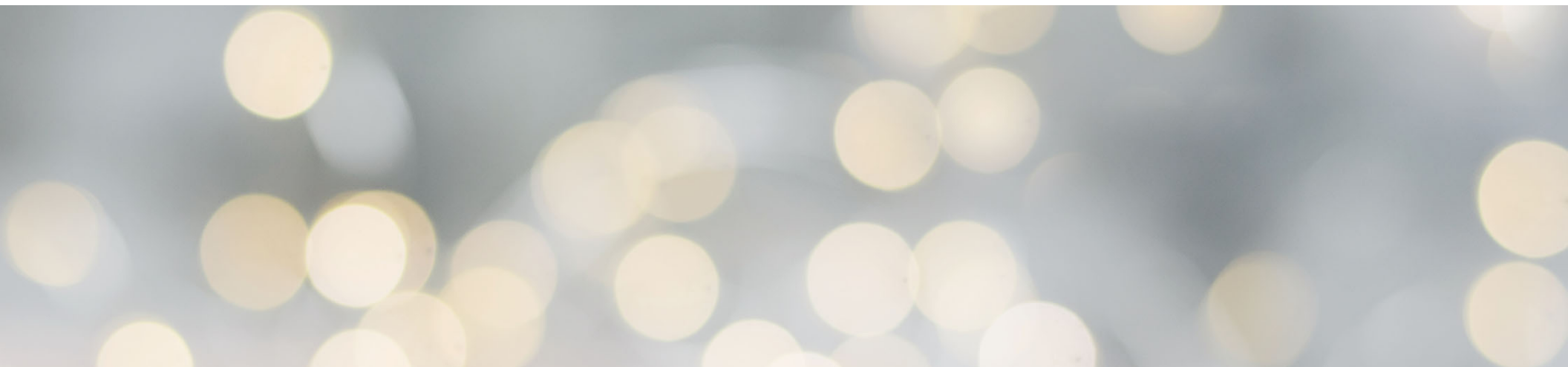
- Choose an everyday object and think of at least 25 original uses for it

Exercise 2: Improvements

- Focus on altering an item to enhance its original purpose
- Choose your item and think of 10 practical ways it can be improved



The more you do these types of exercises, the more you'll open up the path to your creative brain, and innovation will be easier



How to Build a Creative Culture

How to Build a Creative Culture

- How can you stimulate new ways of thinking with the people who work for you?
- This will result in a group who can come up with fresh and original ideas

**Revive the
suggestion box**



Revive the
suggestion box

Online
suggestion
methods



Revive the
suggestion box

Online suggestion
methods

**Hold open
brainstorming or
planning sessions**



Revive the
suggestion box

Online
suggestion
methods

Hold open
brainstorming or
planning sessions

**Run creative
sessions and set
exercises**



Revive the
suggestion box

Online
suggestion
methods

Hold open
brainstorming or
planning sessions

Run creative
sessions and set
exercises

Encourage
water cooler
time

The first thing you can do is lead by example

Action Steps:

1. Make a list of any improvements, choose one and use the **5-Step Creative Process Worksheet** in your **Action Guide**.
2. Stimulate your creativity as CEO by doing the exercises in the **Action Guide**.
3. **Identify two ways** you could inspire creativity in others and create a culture of innovation.



Got Questions?

Email support comes with your first 60-days after getting the course.

Get answers by sending your questions to LeadLikeACEO@SeriouslySystemized.com with Question(s) in the subject line.




Module 5 – Wrap Up & Integration

Key Outcome:

Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

Get Support

- Connect with peers via networking events, social media groups, etc
 - Hire a coach, consultant or mentor
 - Join a mastermind program
- 

Decision-Making in Groups

- You'll want to involve your team in the decision-making process
- Follow 5-step process but allow extra time to hear the ideas and opinions

Future Delegation

- When you hire new people, take time to find out their strengths
- When you're clear on the talent pool, you can pick the right person to delegate to

What You Learned

Refer back to this course to remind you how you can develop processes to use as CEO to keep your business moving forward

What have you learned about thinking and leading like a CEO?

What difficulties have you encountered?

How do you plan to address these?

What further steps can you take to become totally comfortable with the process?

Action Steps:

1. Make a decision about where to look for **support** in your role as CEO.
2. Review the course thoroughly and answer the questions about what you've learned in your **Action Guide**.
3. Use the **Action Plan** in the **Action Guide** to record your goals and what needs to happen next.





Additional Resources for Integration

Lead Like A CEO to Create the Extraordinary

LEAD LIKE A CEO JOURNAL

GUIDED JOURNAL
HAS 350+ PROMPTS
FOR LEADERSHIP
REFLECTION & GROWTH



- Always available on Amazon for \$19.95 plus shipping
- For a 15% discount plus free shipping and a special gift, buy it at seriouslysystemized.com/journal-discount while supplies last. Only 100 copies are available for this offer.



The Lead Like A CEO Cheat Sheet

Got Feedback?

I'd love to hear it. The good, the bad, and the ugly. Don't hold back.

Send to

LeadLikeACEO@SeriouslySystemized.com
with **Feedback** in the subject line.

Your genuine feedback will help improve this course for other entrepreneurs just like you and you'll get access to all updates.

