

NEWS & EVENTS

- ☑ **May 22:** Kick Start Your Marketing w/ Coach Tiffany Tribe Talk
Chat GPT w/ Coach Adam & Leader John
Practice Office Hours w/ Coach Lauren
Ask: How to Relate to Anyone Book Club
- ☑ **June 5:** Brendan Frazier, *The Human Side of Advice* (Coaching Call)
- ☑ **June 12:** Productivity Power-Up Virtual Retreat
- ☑ **June 19:** No Calls, Federal Holiday (Happy Juneteenth!)
- ☑ **July 3:** No Calls, Federal Holiday (Happy Independence Day!)

FOR TODAY'S CALL

- **Worksheets**
 - Resources will be dropped in the chat when we get to the activity portions of the call.
- **Questions?**
 - Add them to [slido.com](https://www.slido.com), #GoodVibes



THE 6 MINDSETS OF EXCELLENT EXECUTIVES

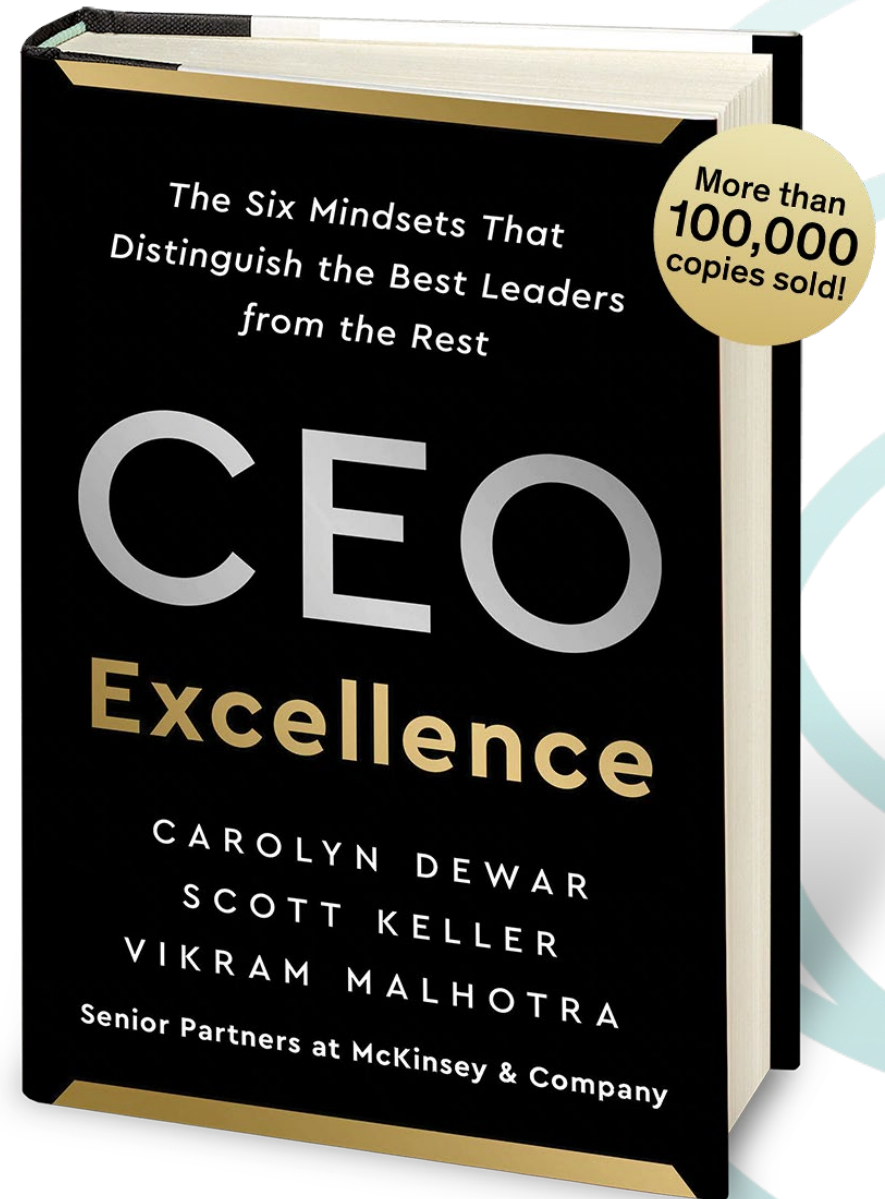
May 15, 2023



STEPHANIE BOGAN

S
S
E
T
T
I
M
I
L

- ★ THE CEO ROLE IS MORE IMPORTANT THAN EVER
- ★ VERY FEW PEOPLE EXCEL IN THE CEO ROLE
- ★ BEING A CEO IS MORE ABOUT SPINNING PLATES THAN FINDING SILVER BULLETS



6 MINDSETS OF THE BEST CEOs



1 2 3 4 5 6

DIRECTION
SETTING

Be Bold.

ALIGNMENT

Treat the soft
stuff as hard.

MOBILIZE

Solve for the
team's
psychology.

ENGAGE

Help directors
help the
business.

CONNECTION

Start with
"Why?"

EFFECTIVENESS

Do what
only you
can.

S
S
E
L
T
I
M
L



BE BOLD.

Great CEOs embrace uncertainty, and realize fortune favors the bold. They actively try and shape their organization's future by applying boldness to their vision, strategy, and resource allocation.

TREAT THE SOFT HARD

The best CEOs treat the soft stuff — people and culture — as the hard stuff. They know the soft stuff is hard to get right, and take radically different approaches when dealing with people.



SOLVE FOR TEAM PSYCHOLOGY

Great CEOs form and lead effective teams. They focus less on what the team does together and more on how the team works together. They obsess over the psychology of their team.



HELP DIRECTORS HELP THE BUSINESS

The best CEOs are proactive in helping build a board with the right skills, and then use the board to help run the business. They make it easy for directors to add value to the business.

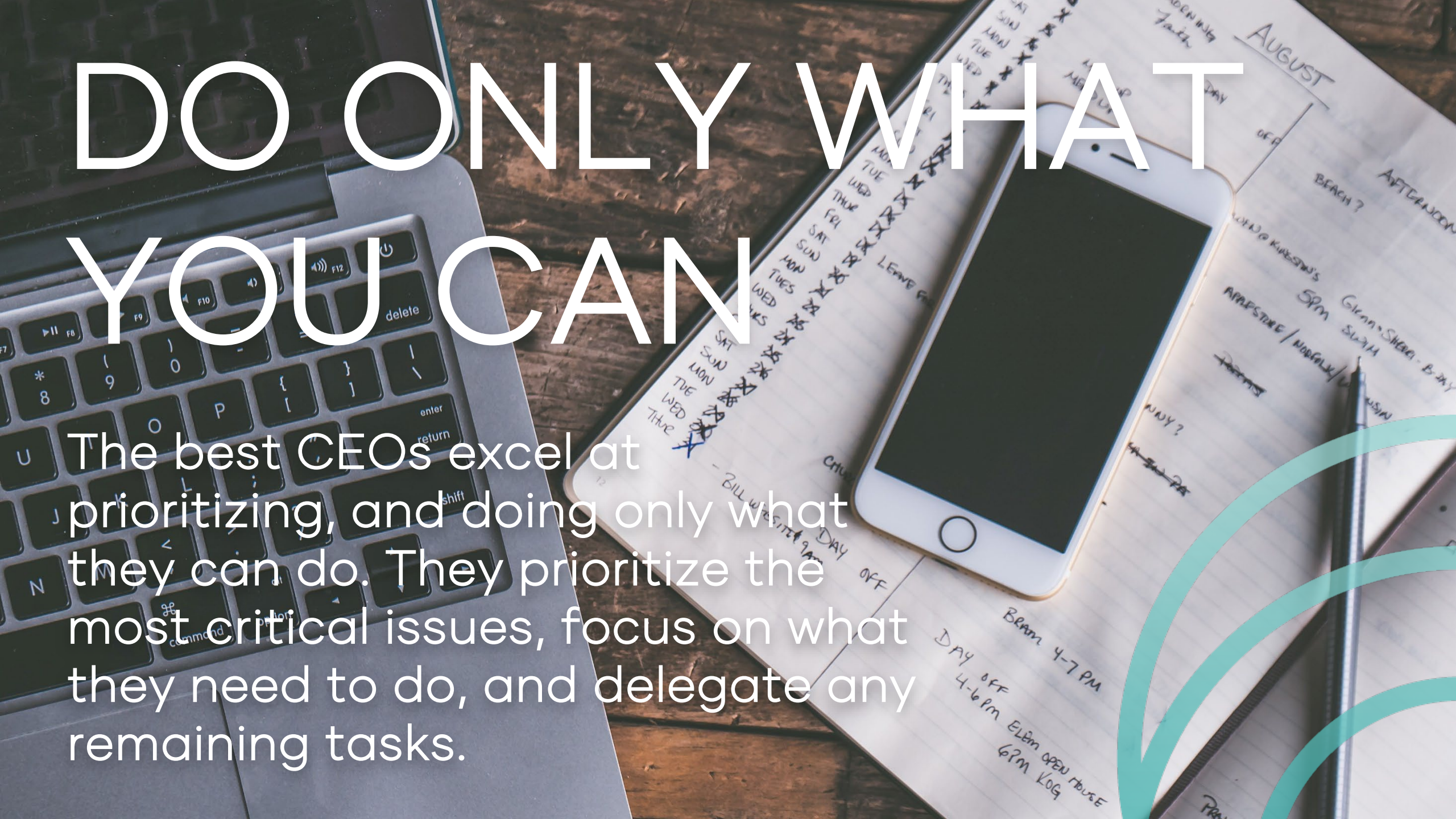
START WITH WHY

Great CEOs connect with all their stakeholders. They do this by asking "Why are we relevant to our stakeholders?" Excellent CEOs dig deep to understand the motivations, hopes and fears of stakeholders.



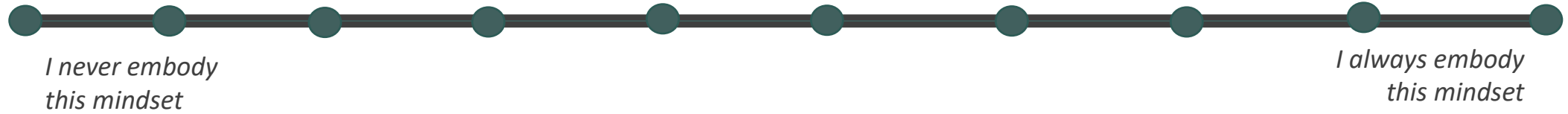
DO ONLY WHAT YOU CAN

The best CEOs excel at prioritizing, and doing only what they can do. They prioritize the most critical issues, focus on what they need to do, and delegate any remaining tasks.



BREAKOUT

Rate yourself on a scale of 1-10 in each of the categories



BE BOLD
EMBRACE UNCERTAINTY
ACTIVELY SHAPE FUTURE TO VISION



TREAT THE SOFT HARD
MAKE PEOPLE AND
CULTURE A PRIORITY



SOLVE FOR TEAM
FORM AND LEAD EFFECTIVE
TEAMS FOCUS ON PSYCHOLOGY



BUILD AN EFFECTIVE BOARD
BUILD 'BOARD' WITH RIGHT SKILLS
USE BOARD TO HELP RUN BUSINESS



START WITH WHY
FOCUS ON WHY, UNDERSTAND
RELEVANCE TO STAKEHOLDERS



DO ONLY WHAT YOU CAN
PRIORITIZE & FOCUS ON MOST IMPACTFUL,
MOST CRITICAL, DELEGATE REST



WHAT'S YOUR
STRONGEST MINDSET?



WHAT'S YOUR LEAST
EFFECTIVE MINDSET?



LIMITLESS Q&A