

GLENNGOW

CEO Success Program Template

I'm a big believer in having a coach. As a CEO, I was coached for 17 years. Currently my clients are getting huge value out of our coaching relationship. But what if you're just not ready?

I have developed this CEO Success Program Template for you. You can use this as a *self-coaching tool*.

This tool is designed to move you forward regardless of where you are on your journey as a CEO. I encourage you to use this tool to learn more about yourself and your company, develop a plan for success, and execute against that plan.

This is what I used to grow my company >100%, to become a multi-millionaire and to live a very happy, balanced life. Let's dive in!

My CEO Success Program has 5 steps:

1. Evaluate Your Company
2. Evaluate You
3. Determine Your Priorities
4. Develop Your Plan
5. Execute Your Plan

EVALUATE YOUR COMPANY

Collect the most important information about your company.

Financials

- P&L
- Balance Sheet
- Cashflow forecast including your "fume date"

- Your most important financial management reports. (Each company will need to focus on different financial metrics.)
- Financial projections of your key management reports with low, med and high growth rates

Team

- Evaluate the key players in your organization, to include their strengths and weaknesses and their likelihood of staying with you.
- What are the key gaps in your organization (team, skills, etc.)
- What is the reality of your culture. What would you like it to be? Why is there a gap?
- What is your churn? Your hiring plan? How do you improve these?

Product/service offering

- Current state unbiased evaluation of strengths and weaknesses
- Product roadmap
- Unbiased competitive landscape analysis (going beyond just product)
- Product line extension opportunities

The Market

- What exactly is your target market?
- Exactly who are your prospects (what are their titles)?
- How well does the average person in your company understand your prospects?
- How is your market changing?
- How are your prospects changing?
- What are the key external market factors that are impacting your growth?

Each functional area

(finance & accounting, sales, marketing, production / manufacturing, customer service, IT, engineering, product management, etc.)

- Stack rank the importance of each function to your success
- Give a grade from 1 - 10 for each function. 1 is low and 10 means they are exactly where you want them to be.

Other issues unique to your company

- What are the other issues that impact your ability to achieve your goals that might be unique to your company?

EVALUATE YOU

Let's talk about you! Even more so than the work you just did on the company, you need to be brutally honest with yourself. This exercise can be difficult and can force you to think about some things you've deliberately put away into the dark corners of your mind. Your goal is to shine light everywhere and ignore nothing!

You will collect the most important information about YOU (and be honest with yourself when you do it). You'll look at the aspects of your life you don't spend enough cycles on: family, relationships, spiritual, health, fun, personal finance and you'll force yourself to stare at the truth.

Family

- What is the true state of the relationships with your family? Your significant other? Kids, parents, siblings? Extended family?
- What would an outside observer notice?
- What would you really like to be happening?

Friendships

- CEOs sometimes suffer from a lack of friendship. How are your other relationships?
- Who's your best friend?
- How many friends would you say you have?
- Do you like the amount of time you are spending with them?
- If you were to change one thing about your friendships, what would it be?

Spiritual

- Everyone has a different approach and different definition of spirituality. What is yours?
- Do you have a meaningful way of engaging in whatever your practice is?
- Is this part of your life contributing to your well-being enough?
- Are you putting enough time into your spirituality?

Health

- Do you feel older or younger than your actual age?
- On a scale of 1 - 10 with 10 being high, how well do you take care of yourself?
- What were the results of your last annual physical? What did you learn?

- What are you proudest of regarding your health? What would you like to work on?
- Evaluate yourself in terms of strength, speed, endurance, cardio (1 - 10)
- Nutrition is one of the most important things you can focus on. How good are you at carefully regulating what you put into your body?

Fun

- What are your passions outside of your family and your work?
- What do you do for fun?
- How good are you at carving out enough time for your fun activities?
- What do you wish you could do more of?

Personal Finance

- Are you taking care of yourself financially? Specifically, what are you doing to take care of yourself?
- What is your financial plan and how well is it performing?
- Are you paying yourself enough?
- How are you protecting your downside if your company doesn't come through the way you'd like it to?

You (again)

- If I were to interview other people about you, how would they describe you?
- What are your strengths? What are you doing to take advantage of these?
- What are your weaknesses? What are you doing about these?
- How self-aware are you? Do you truly understand why you do what you do?
- On a scale of 1 - 10, how happy are you with yourself?
- What do you want to work on? Why?

DETERMINE YOUR PRIORITIES

Now that you know the current state of you and your company, it's time to prioritize your focus. If you truly took the time to delve deeply into the topics above, you are likely to see a lot of areas you'd like to work on. That's good. However, CEOs like to do a lot, and they actually diminish their performance when they take on too much.

As a next step, create a bulleted list of the areas you'd like to work on for both the company and you. For each bullet, ask yourself — why is this important to me? You should have a bulleted list of all the things that you want to work on, with the logic of why that thing is important to you.

Now, prioritize that list.

In my experience, CEOs lists are waaaaay too long. What I'm going to ask you to do now is very difficult. I want you to limit the overall list of what you will work on to a maximum of 5. Assume the timeframe we're considering is 90 days (that will make prioritizing a little easier)

How did you do? Can you live with NOT doing most of the things on your list? It is often an epiphany for people who recognize that everything isn't possible. It's sometimes painful to look at the things you're not going to actually get done.

By the way, most CEOs fail at this step. Don't despair. You can narrow your list to 5 things. Just do it.

DEVELOP YOUR PLAN

Now that you have a prioritized list of the absolutely most important things to focus upon. You need to create a plan on how to get it done.

Take your top priority item and set a specific goal. For example, I want to achieve X by the following date. Now break this down.

- What are the key steps you need to take to get this done?
- Who are the people that can help you get there?
- What do they need to do?
- What are the obstacles in your way?
- What are the things you are going to do to overcome those obstacles?

... repeat for each item on your list.

What are the tasks you need to do to now and over the next few weeks to achieve your goal. Create a way to measure progress against your goal by determining the leading indicators of progress at the task level. Doing this has the benefit of closely examining the tasks you've chosen to focus on -- to ensure they are the optimal ones. And, you get the benefit of seeing very early in the process whether or not you are making progress.

Develop these goals, tasks and measurements with your team (which can include your family). This is the most effective way to create alignment within your organization and personal life. Further, by opening up this process to the team, you will see some people rise up to the challenge and improve upon the plan you've engineered.

You should now have very clear:

- Goals
- Tasks to achieve those goals
- Leading indicators to measure progress against your leading indicators
- Alignment with your team

All that's left to do is execute your plan.

EXECUTE YOUR PLAN

Now it's time to execute. You've thought carefully about your overall business and personal situation. You've developed a list of the most important things to work on. You've ruthlessly prioritized your goals. Finally, you've developed a plan upon which to execute.

Do it. Don't rethink everything you've just done. You'll have plenty of time for that later. Stick to your goals and your plan for now. Focus on executing against that plan.

You can have a decent plan, but if you don't have great execution, it won't matter. In the day-to-day of executing, determine how you can execute even better. Focus on getting better and better at executing.

Review your leading indicators every week with your team. You will learn a great deal about you, your team, your leading indicators, the achievability of your goals, and you will make progress!

How did you do working on my CEO Success Program? Yes, it takes a lot of intense effort on your part, but it's worth it. Trust me. I've made magic happen through this approach.

Check in with me. Tell me about your progress. Ask me questions at glenn@glenngow.com.

I love coaching CEOs and want to help make you an even better CEO. Let's decide if we are a fit for each other. Schedule a time to talk with me at calendly.com/glenngow. I look forward to getting to know you.