

HOW TO BE A CEO OF A GLOBAL BUSINESS:

Grow yourself and grow your business

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Presented by Lisa W. Haydon



CHANGE · GROWTH · SUCCESS

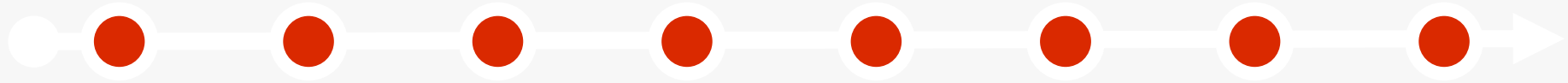
HOW TO BE A CEO OF A GLOBAL BUSINESS: GROW YOURSELF AND GROW YOUR BUSINESS

What makes
CEOs perform
better: their
inner game

Engaging for
greater
business
success

The brand
difference

360 on
yourself



The
journey
of a CEO

It's not just
about leading
a team, it's
about leading
yourself

Embrace
your
growth
mindset

Owning
it

WHAT DO YOU SEE
AS THE
TOP ATTRIBUTES
OF A CEO?

1

What do you
see as top
attributes
of a CEO?

2

What's the
most important
thing you need
to be working
on?

“Leadership is the ability to see a problem, and be the solution”

- Andrea Walker-Leidy
Owner, Walker Publicity Consulting

“Leadership is influence - nothing more, nothing less”

- John Maxwell

“Communicating to people their worth and potential so clearly that they are inspired to see it in themselves”

- Stephen Covey

“Leadership is the capacity to translate vision into reality”

- Warren Bennis

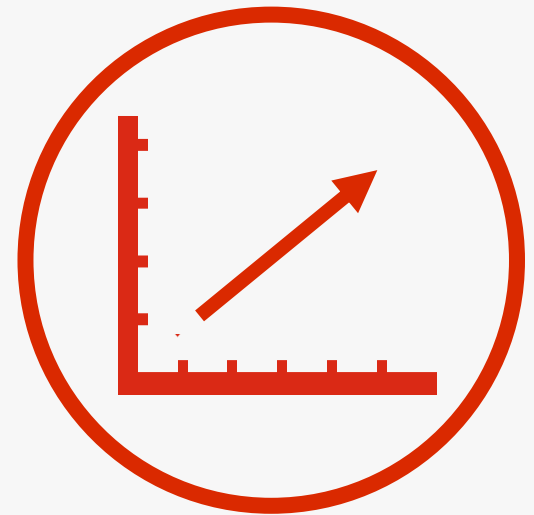
DEFINING LEADERSHIP

“A leader is someone who has the clarity to know the right things to do, the confidence to know when she's wrong, and the courage to do the right things even when they're hard.”

- Darcy Eikenberg
Founder, Red Cape Revolution

THE BUSINESS OF LEADERSHIP

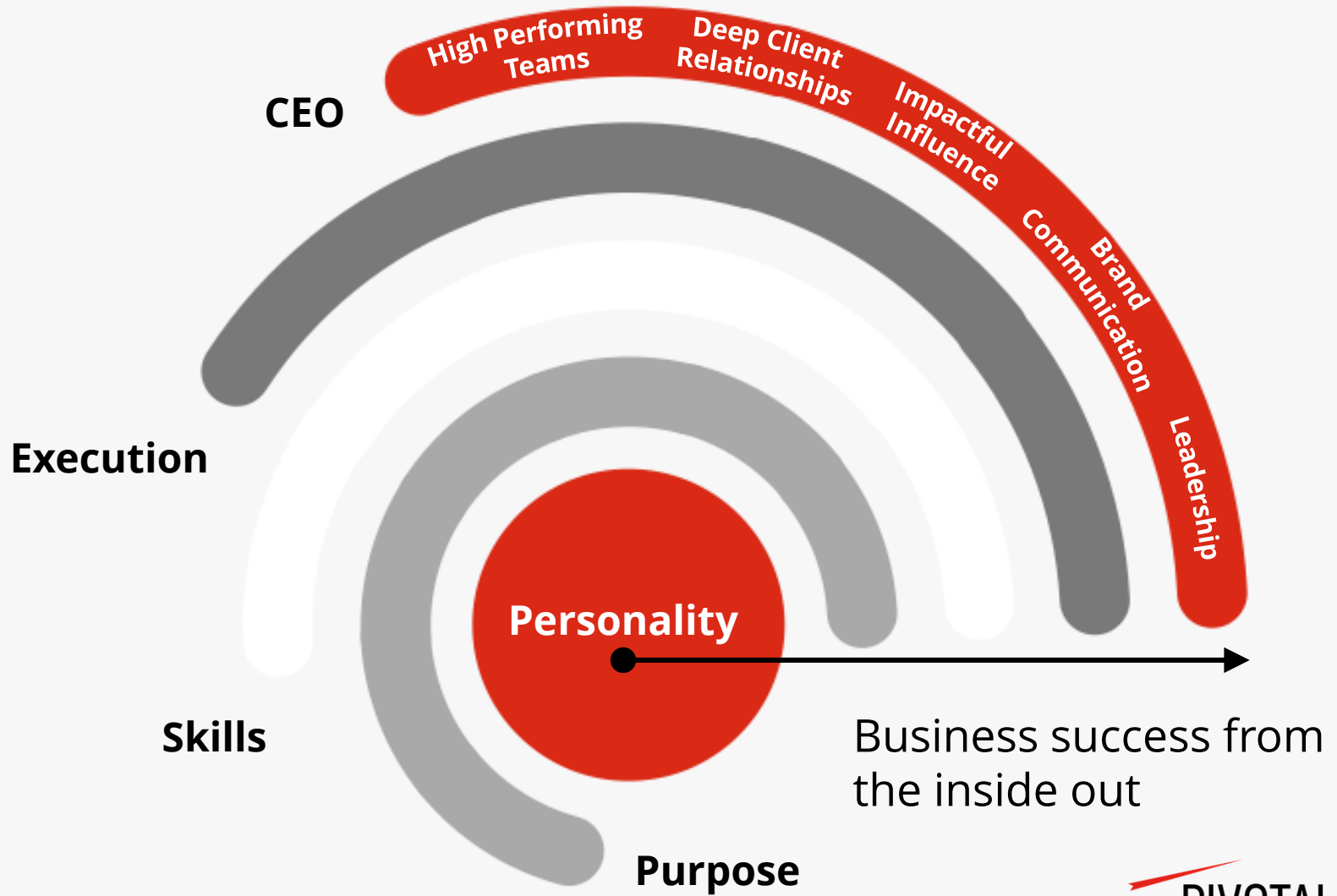
- Only 5-10% of all leaders are seen to be realizing expectations of leadership
- There is evidence of the correlation of leadership effectiveness and business performance
- Leadership effectiveness is a 38% lever to overall business performance
- Leadership effectiveness is a competitive advantage that's hard to replicate
- Leadership effectiveness is exposed when in growth mode



THE JOURNEY TO BEING A CEO



HIGH PERFORMING CEO



WHO ARE YOU?



Energy



Risk



Resilience



Integrity



Growth
Mindset



Drive



Self
Awareness



Influence



Flexibility



Values



Authenticity



Credibility



Likeability



Presence



Confidence

WHAT MATTERS

Culture



Vision



Personal Brand



Quality



Passion



SKILLS



WHAT ARE YOU GOING TO DO?

01 HAVE A VISION


02 HAVE A PLAN

03 EXECUTE

04 30 - 60 - 90 DAY PLAN

GROWTH MINDSET

- What are your beliefs?
- Embrace challenge
- Persist despite obstacles
- See failure as learning
- View effort as path to mastery
- Learn from criticism or rejection
- Are inspired by others success



Regardless of age or position, we all need to understand the importance of branding.

We are CEOs of our own companies: Me Inc.

Our most important job is to be head marketer for the brand called ... You

- **Tom Peters**

Fast Company: The Brand Called You

THE BRAND DIFFERENCE

Why personal brand
matters



What brands you



Managing personal
brand



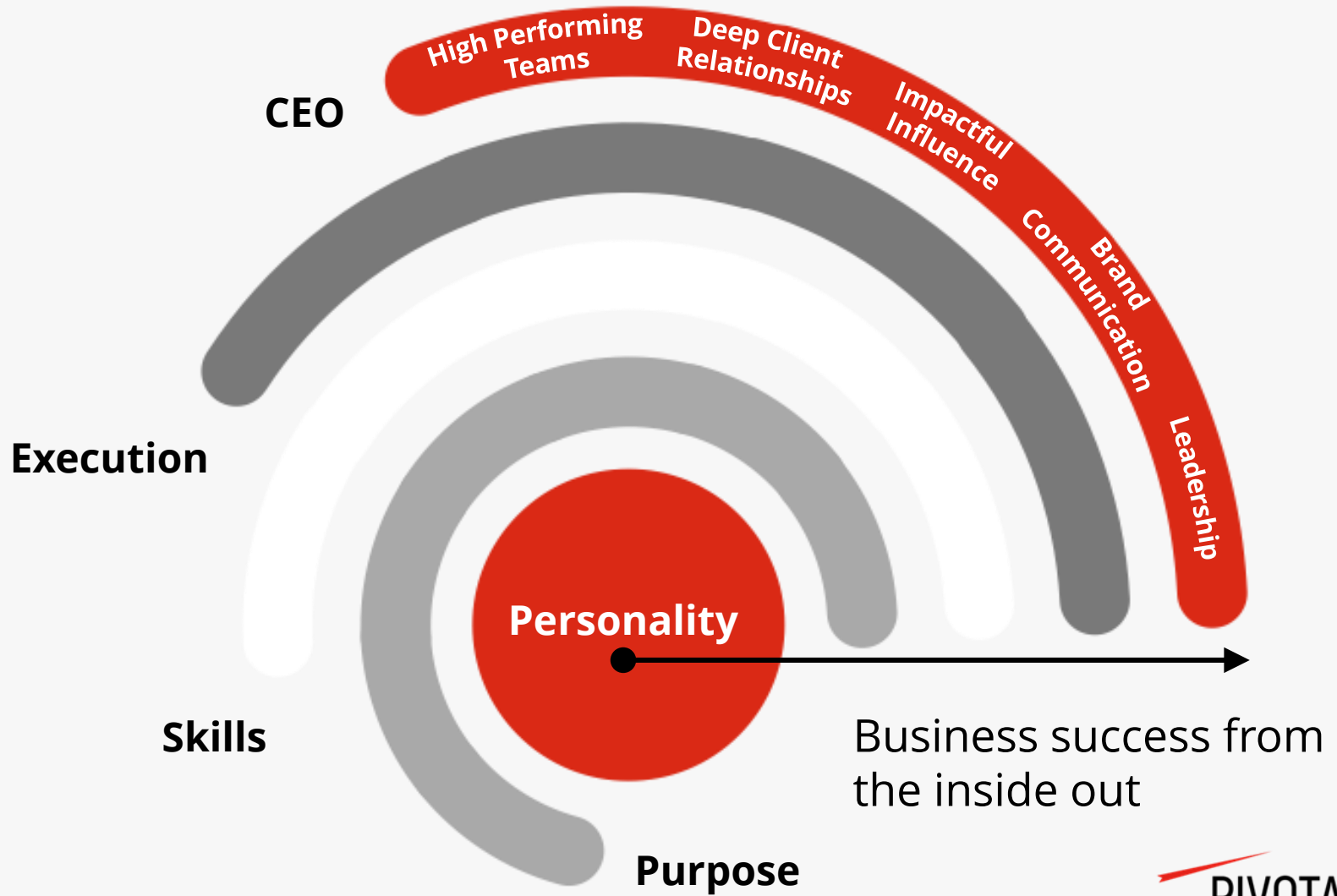
Investing in your most
valuable asset: You



Taking your brand to
market

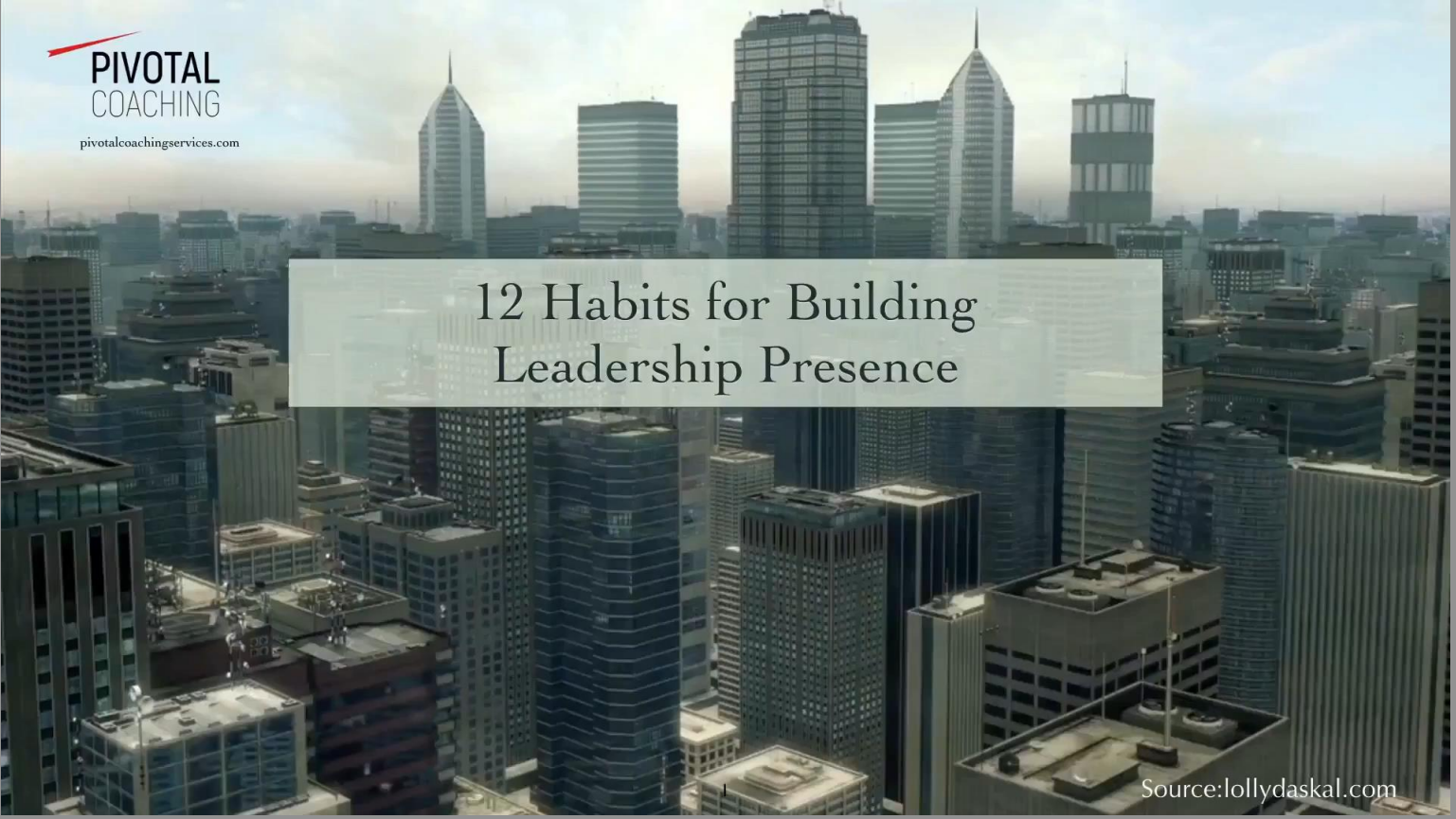


HIGH PERFORMING CEO



360 ON YOURSELF





12 Habits for Building Leadership Presence

Source:lollydaskal.com



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PIVOTAL
COACHING

LEADERSHIP SELF-ASSESSMENT

How would you respond to the statements below?

Circle your answer:

In the last 6-months I invested in my personal development	Agree Disagree
In the last 6-months I invested in my skill development	Agree Disagree
My clients can quickly and accurately describe my company brand	Agree Disagree
I work with clients who choose me for more than price	Agree Disagree
I have spent 40 hours or more each year on vision, planning or action plans	Agree Disagree
I have low turnover of my team	Agree Disagree
I am very comfortable with myself and who I am	Agree Disagree
I know my purpose	Agree Disagree
I am excited by the growth opportunities my business has ahead	Agree Disagree
I am comfortable growing a global business	Agree Disagree
I received constructive feedback in the last 6-months	Agree Disagree
I have a strong network supporting me	Agree Disagree
I leverage advisors, mentors and coaches monthly	Agree Disagree
I am making progress on my plans and ideas	Agree Disagree
I recently embraced failure as a learning	Agree Disagree
My clients, team and network describe me as a leader	Agree Disagree

If you answer Agree with 12 or less of these statements, what do you see as important for you to work on?

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What is your commitment to yourself and an action plan?

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