

Developing the CEO Within You

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Are you ready to be a CEO? Are you ready to commit the time? What tools do you need to develop yourself?

- ❖ Are you working in your practice or on your practice? There is a difference.
- ❖ It Starts with You
 - Understand yourself – your strengths and weaknesses
 - Strength Finders
 - Book and purchased link to assessment online
 - Culture is the direct reflection of the owner / manager
 - Personality Tests
 - ◆ Myers Brigg
 - 16 personalities
 - ◆ How to Fascinate – Sally Hogshead
 - ◆ Personality Plus – Florence Littauer
 - Perfect, Popular, Powerful, Peaceful
 - ◆ Tests based on color – colorquiz.com
 - ◆ Five Voices (5voices.com)
 - Pioneer, Connector, Guardian, Creative, Nurturer
 - ◆ DISC
 - Dominance, Influence, Steadiness, Conscientiousness
 - Expand on DISC telling the story of how it's used by J&J as well as Alcon
 - Research has shown that certain personality types may do better in positions around the office. For example, a person with a highly dominant personality may be a great office manager.
 - Emotional Intelligence
 - The ability to perceive, control, and evaluate emotions. Some researchers suggest that emotional intelligence can be learned and strengthened.
 - Self awareness, Self management, Social awareness, and Relationship management
 - How can you improve your emotional intelligence?
 - The first step is being aware of how you are perceived

❖ What is Leadership?

- Leadership is the ability to influence
 - Understand your role as a leader.
 - As a leader you are responsible for setting the culture of the environment around you
 - A leader is also part of the team
 - There is a difference between a team leader and a boss
 - “Start with Why” – Simon Sinek
 - A way to lead is understand and communicate your why

❖ Leadership is Intentional

- John Maxwell’s “The 15 Invaluable Laws of Growth”
 - You cannot expect leadership to just happen. You need to make a plan to grow your skills.
 - Being intentional starts with self-awareness – as we discussed before.
 - Reflect on your learnings helps to make them a part of your life
 - Journaling
 - Gratitude journal
 - Consistency – you will never change your life until you change something you do daily
 - Environment – we become the combined average of the five people we hang around the most

❖ How do you develop your CEO skills?

- Google it!
- Books – 15 Invaluable Laws of Growth by John Maxwell
 - Concepts from several other leadership books will be added with key teachings
- Podcasts
 - John Maxwell Leadership podcasts
 - Truly Human Leadership
 - ◆ Honest, Humble, Human -David Mead on the Traits of Human Leadership
 - Honest have a personal code and behave in that way. Honesty leads to trust
 - Humble – drops their ego and learns from their mistakes
 - Human – someone who lifts someone else up. Genuinely interested in people
 - Mind Your Business – James Wedmore
- Ted Talks
 - What it Takes to be a Great Leader – Roselinde Torres
 - Simon Sinek – How Great Leaders Inspire Action\
- Mentorship

- Never underestimate the time spent with a leader you admire
 - Make sure your network is diverse. Listen to people who think differently than you.
 - Invite someone for coffee or lunch. Have questions ready to ask.

- ❖ What makes a great CEO? (taken from The CEO Next Door)
 - Decisiveness
 - Speed over precision
 - Engaging for Impact
 - Change is inevitable
 - Relentless Reliability
 - Be consistent in all that you do
 - Stephen Covey's Speed of Trust concepts
 - Adapting Boldly
 - Continue to evolve
 - Stories of Blockbuster and Kodak

- ❖ Develop Priorities
 - What needs to be done urgently?
 - What is important?
 - What can be delegated – more can truly be delegated than you think
 - 80/20 rule (Pareto Principle) of spending 80% of your time on the things that will affect the most change

- ❖ Know what you're FOR?
 - Explore concepts from Jeff Henderson's book of the same title as it relates to your team and life
 - Great teams and businesses are people-centric as opposed to self-centric

- ❖ Test of Leadership: Creating positive change
 - Simon Sinek's "Star with Why" principles
 - We often overestimate the change and underestimate the process
 - Determine the change and layout the steps
 - Communicate the why to key people
 - Allow plenty of time for questions / acceptance
 - Plan ahead to create the change
 - Expect there to be problems
 - Point to the successes
 - Review the process daily
 - Be prepared to repeat any step along the way to positive change
 - Share story about changing electronic health records

- ❖ Quickest way to gain leadership: Problem Solving
 - Problems are going to happen
 - The key to problem solving is asking questions

- Who, where, when, why, how, what?
- With every problem there is an opportunity.
- Good CEO's embrace those problems and look for opportunities to learn from problems

❖ Attitude

- A positive attitude is key to positive CEO skills
 - People will follow those with a great attitude
 - You need to see possibilities when others do not
 - Encourage people when they are feeling defeated
 - Have a "whatever it takes" attitude
 - Demonstrate commitment when others want to quit
 - Story of attitude in the workplace

❖ Create Dedicated Time to think like a CEO

- You need dedicated time to practice your CEO skills.
 - Start with two hours a week.
 - Set aside that time without any other distractions
 - Set your goals / priorities with this time

❖ Goal setting Exercise

- Make a plan
 - Specific, Measurable, Achievable, Realistic and anchored within a Time Frame.
 - Write down your goals
 - Share it with someone to keep you accountable

❖ Law of the Rubberband

- Expanding out of your comfort zone is where the real growth occurs
 - Story about how a rubberband is only useful when it's been stretched and once its been stretched it can never go back to the original size.
 - We grow when we've stretched out of our comfort zone
 - Do something that scares you
- More importantly, help grow the people around you and allow others to shine

- ❖ Each of these topics has a story attached to it and is meant to be motivational. The topics are intended to work for both business owners and employees.