

February 12, 2015

Five Roles of CEOs: What to Get Right

Organizer and Presenter

Jim Schleckser, CEO, Inc. 500 CEO Project

Presentation Overview

Great CEOs behave differently. They know exactly what their critical few objectives are, and engage in five key roles where they spend the majority of their time:

- As an Architect of the business;
- As a Coach for their talent;
- As an Engineer of their processes;
- As a Player to have direct impact;
- As a Learner to figure out what is next.

From his soon to be published book “5 Hats - the Roles You Must Use to be an Effective CEO”, Jim Schleckser will provide the CXO Forum pre-publication insight, experience and useful tools about these five roles of a CEO.

Come to this idea laden and impactful session on the “Five Roles of CEOs: What to Get Right” to learn how to determine your own critical few objectives, and which of the five CEO Roles to use to accelerate your business growth.

Key Takeaways

1. How to determine the Critical Few Assessment – What has the highest impact?
2. Determine if you have a great business model and learn how to improve it
3. Access your talent effectively – How to develop A players and rehabilitate C players
4. Developing processes and systems with impact
5. How to create time to work on the Critical Few Assessment and develop the Critical Few Objectives
6. How to learn as a leader
7. When you should be in Player Mode and how to use it for leverage

Date | Time | Location

THURSDAY
February 12, 2015

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

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STRATEGIC PARTNERS



For more information,
please contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com

Bring A Guest!

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About Our Presenter



Jim Schleckser is CEO of Inc. 500 CEO Project, a firm committed to the improvement and growth of CEOs running middle market companies. With over 25 years of leadership in multiple businesses, he brings experience in managing organizations in both public and private environments across many functional areas to the table. Jim's experience ranges across multiple industries & 26 countries. He is an expert in growing companies, small company business strategy & execution, marketing & sales, customer service excellence, and driving the highest performance and market value for high growth companies.

The author of over a score of published technical papers and articles, Jim holds a Bachelor of Chemical Engineering from the University of Delaware and an MBA from the University of Connecticut. He writes the "Entrepreneurs Edge" a bi-weekly column for Inc.com. He is the author of the soon to be published book, "5 Hats - the Roles You Must Use to be an Effective CEO". He is a soccer player, CrossFitter and motorcyclist. He resides in Potomac, MD.

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