



A CEO Primer

1. As a CEO are you succeeding?
2. As a CEO were you succeeding?
3. Explain the above
4. Name the 6 worst areas of execution in your business.
5. What's the major strength of your company? (25 words or less)
6. What's the major weakness of your company? (25 words or less)
7. Ok. You're fired. What do you think the next guy will do?
8. Define your position
9. Name 20 middle managers/sales people that you have spent more than 1 hour with since your tenure began?
10. If I asked, "What do you do?" of 50 random people in your organization, verified their statements, and compiled a summary would what you read surprise you?
11. If I asked, "How do you make us money? (to the same 50 people.....would these results surprise you?)
12. Is your organization old or new?
13. Are you old or new?
14. Will you be CEO in 2 years? (Why or why not?)
15. Could you imagine being in charge without politics?
16. Could you imagine the end of those that oppose you? Why are they at your company now?
17. How many of your employees steal over \$2000 a year from you?
18. If you were not CEO, who would be?
19. Why do questions like this help?
20. What should the questions be?

Most CEO's are too busy. As consultants working every day with these leaders we notice no time to execute or to reflect...many top leaders are caught in a cadre of action. We ask these questions, and require their introspection.