

Foreword: Your Mission

So, here you are. You've arrived.

You've got the big kahuna gig that puts you exactly where you know you belong: in the driver's seat.

I won't assume the specifics of your role. You may be VP of a department, executive director of a not-for-profit, founder of a business or a C-level executive.

The million-dollar question is: how do you deliver the biggest bang possible?

At this level, the stakes are massive. Every decision you make has the potential to change people's careers and lives. Your actions can catapult the company to heights it's never known. Or depths it's feared.

But of course with big stakes come big rewards. You've got the power to chart your own course. You've got the resources and influence to pull off remarkable feats. Plus, you've got lovely perks that come with being at the top.

I want to save you the angst and agony that so many people in big jobs experience. The source of that pain is a faulty assumption that you can (and should) rely on the winning traits that brought you to glory in the first place.

Shatter that assumption. It's essential to shift your mindset and your behavior to excel at an executive level. Being top dog is not you as you were 5 years ago with a bigger title.

Some people make this shift intuitively, with no guidance at all. But most people travel a long, bumpy road before they're comfortable and successful at the top level.

My aim is to shortcut your learning with this guide to being the Ultimate Executive.

Used well, it will help you maximize your own rewards and experiences. It will maximize your impact on your organization, its employees, and possibly far beyond that.

Onward, shall we?



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