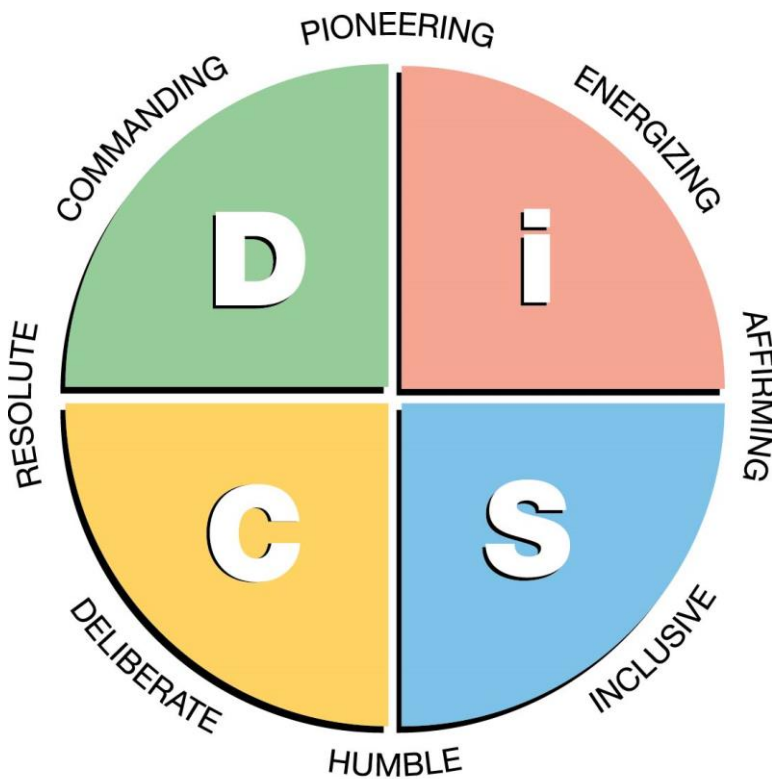


HOW MIGHTY LEADERS DELIVER THROUGH VISION, ALIGNMENT & EXECUTION

PARTICIPANT NOTEBOOK



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Everything DiSC® Work of Leaders

Vision, Alignment & Execution

Crafting a VISION

Exploration

- Remaining Open
- Prioritizing the Big Picture

Boldness

- Being Adventurous
- Speaking Out

Testing Assumptions

- Seeking Counsel
- Exploring Implications

Building ALIGNMENT

Clarity

- Explaining Rationale
- Structuring Messages

Dialogue

- Exchanging Perspectives
- Being Receptive

Inspiration

- Being Expressive
- Being Encouraging

Championing EXECUTION

Momentum

- Being Driven
- Initiating Action

Structure

- Providing a Plan
- Analyzing In-Depth

Feedback

- Addressing Problems
- Offering Praise

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“Knowledge without action is futile.” -Abu Bakr

What is Your Next Right Step?

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Our process:

1. We send you pdfs of your reports when they come in.
2. We review them with you at a high level.
3. Answer any questions.
4. Recommend the right next steps to take now.



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@RobertSher #MakeItMighty
Connect on LinkedIn: Robert Sher

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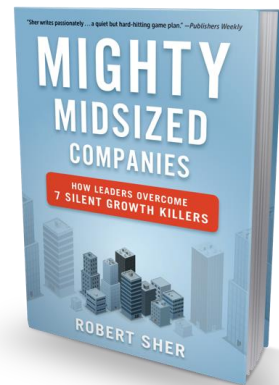
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CEO to CEO Principals



Robert Sher
Founding Principal

Robert Sher is founding principal of CEO to CEO. He was chief executive of Bentley Publishing Group from 1984 to 2006 and steered the firm to become a leading player in its industry (decorative art publishing). Robert speaks frequently, and has published extensively on the successful leadership traits and skills of leaders of mid-sized companies. He is a regular columnist on Forbes.com, and author of *Mighty Mid-sized Companies; How Leaders Overcome 7 Silent Growth Killers*.



Megan Patton

Megan Patton is a business strategist who has been a management consultant, trainer and executive coach for most of her career. She works with clients to help define and implement strategies that enable peak performance and growth. She approaches situations from a perspective of what is working well, measured against company goals, and works hand in hand with clients to develop workable and positive solutions.



Gary Wohl

Gary Wohl is an experienced executive with significant financial, strategic, operational, motivational and effective administrative knowledge. In his more than 25 years of leadership, he has assisted companies in becoming more efficient and productive in addressing client needs and increasing team effectiveness. He brings a strategic perspective to many of the operational issues organizations face.



Glenn Fishler

Glenn Fishler is a former founder, president & CEO with over 35 years' experience as a business leader. His areas of expertise include: successful growth strategies, forming and developing leadership teams, M&A plan development and execution (successfully executed 8 transactions, 5 buy-side and 3 sell-side), succession and exit planning, sales/marketing, operational excellence and acquisition integration.



Michael Stoyanovich

Michael Stoyanovich is an IT and business executive, a solutions architect, product manager and inbound marketer. Michael's operational experience includes traditional IT roles and responsibilities (security, risk and compliance, telephony, storage, networking) as well as leading organizational change efforts (new process, procedures, tools, techniques, technologies, responsibilities and organizations, performance metrics).

About CEO to CEO, Inc.

We are a consulting firm of former chief executives that improves the leadership infrastructure of midsized companies seeking to accelerate their performance. **We help these leaders rapidly elevate their game and lead their companies to the next level and beyond.**

We work with the senior-most executive at companies or divisions with revenue ranging from \$20 million to \$400 million that are facing significant opportunities and challenges. Our clients are very talented CEOs and c-suite leaders who nonetheless feel they are still learning their craft, realize their company's performance depends on improving their own performance and want to enhance their skills rapidly and on the job.

Our clients typically work in one of three types of companies:

- Closely Held or Family firms in which the CEO is often the owner/operator.
- Externally Funded firms (venture capital, private equity or public) whose CEOs are often the entrepreneur who launched the business.
- Professional Services firms (law, accounting, IT services, etc.) whose CEOs rose through the ranks and now manage large teams of professionals.

We work with firms whose marketplaces are undergoing change and whose internal organizations have become more complex to manage. They turn to us to raise their skills in three areas: business acumen (competitive analysis, planning, M&A, financial structuring, etc.), leadership acumen (maintaining a high performing team, getting key stakeholders "on the same page") and interpersonal acumen (listening, emotional intelligence, and relationship management). We help them act with confidence to make critical decisions and lead their organizations.

As a result, our clients are far better able to help their companies meet their growth targets; solve both current and future challenges; gain confidence as leaders; raise the game of their leadership teams; and make them more accountable for results.

About Robert Sher

Robert Sher is founding principal of CEO to CEO. He was chief executive of Bentley Publishing Group from 1984 to 2006 and steered the firm to become a leading player in its industry



(decorative art publishing). Robert and his partners bootstrapped the business, but key successes breathed new life and cash flow into the business. He led the acquisitions of four competitors between 1999 and 2004 and left Bentley two years later. The firm merged with Global Arts in 2011 to form Bentley Global Art Group.

Robert speaks frequently, and has published extensively on the successful leadership traits and skills of CEOs of midsized companies. He is a regular columnist on Forbes.com, authored his first book in 2007, *The Feel of the Deal; How I Built a Company through Acquisitions* (1toPonder), and has written numerous posts for Harvard Business Review online and for many other publications. He also publishes his own newsletter, *The CEO Insomnia Factor*. His newest book is *Mighty Midsized Companies; How Leaders Overcome 7 Silent Growth Killers*, (Boston: Bibliomotion, Sept. 2014).

Robert received a B.S. degree in business administration from Hayward State University in 1986 (during which he ran a small business), and an MBA degree from St. Mary's College in 1988, where he was the recipient of the Jack Saloma Award for student citizenship. From 1995 to 2000, he taught MBA and executive MBA courses at St. Mary's on growing entrepreneurial businesses.

Robert and his wife Renee have two children, Ben and Jessie, and live in Northern California. They love sailing and travel.

Find us at www.ceotoceo.biz

Most Frequent Services

These are the most frequent services we deliver to our clients.



CREATING A LEADERSHIP TEAM THAT WORKS POWERFULLY TOGETHER

We help CEOs create an exceptional leadership team whose members work well together and raise each other's game. Our impact can be rapid: Far better decisions, made much faster; the end of infighting; key initiatives put back on track; much better team performance; and individual performance improvements.

FACILITATING OFFSITE, RETREAT, AND BOARD MEETINGS

We help you plan the content and objectives of your offsites, retreats, and pivotal board meetings. We act as the neutral, outside facilitator of the event. We ensure that everyone gets heard and that the meeting produces tangible, actionable outcomes for the business.

IMPROVING STRATEGIC AND OPERATIONAL PLANNING

We help create rigorous and competitively distinctive strategic and operational plans, get your leadership teams aligned on the strategy, and help turn that strategy into concrete operational plans. We help set up or stand up what we call the Leadership Operating System.

BUSINESS COACHING:

MAKING BETTER DECISIONS FASTER

We act as coaches to the CEO and executive team members. Through careful questioning, we help them zero in on their most challenging problems and help them think through answers. We also have consultants who are deep functional experts, and who can work with your CIO, CTO, CMO, and CHRO.

BUYING AND SELLING BUSINESSES

We help clients reduce the risk in M&A and increase the likelihood of success.

SUCCESSION PLANNING AND OWNERSHIP TRANSITIONS

Midsized businesses can outlive their founder and their current leaders, but only if future leaders are in place and ready. We help CEOs and their successors through the process, both intellectually and emotionally. In many cases, ownership interests are transferred, and we support this delicate transaction as well.

GETTING EQUITY PARTNERS ALIGNED

We help partners stay (or become) aligned with each other by helping them agree on strategy and tactics for the business or by acting as mediators to help reduce friction.

Learn more here: www.ceotoceo.biz/services/how-we-work-with-you