

A CEO at Every Desk™

Leadership does not just reside at the top of an organization chart or in the executive suite. In reality, leadership comes from the middle and front line – right where your customers and colleagues benefit most. With this requirement for exceptional leadership in the all-important positions responsible for delivering your institution’s vision and mission, leadership and execution at all levels are critical.

A CEO at Every Desk™ examines the abilities and proficiencies necessary at the CEO level and applies them to daily life in sales, service, and operations. When your customers’ most likely experiences and assessments of your institution occur outside of the executive office, leadership and execution from your front line is indispensable.

With **A CEO at Every Desk™**, your front line leaders receive a monthly module focused on a specific characteristic of executive leadership. Each module features a high-level breakdown and summary of executive skills and expectations; practical ways to apply these skills at every professional level; and, individual action plans to produce clear-cut results right away. Each module also includes a facilitator’s guide. When all modules are complete, your front line leaders have a comprehensive leadership guide, with action plans designed by and for each professional.

2015 Modules	
Honesty, Integrity, Relationships	The Value of Customers
Initiative, Actions, Results	Sales, Marketing, The Top Line
Expertise, Analysis, Solutions	Scale, Technology, The Bottom Line
Self-development, Training, Stretch Goals	Innovation, Change, Progress
Communicate, Collaborate, Culture	Strategy, Connection, Involvement
Inspiration, Motivation, Development	Focus, Enterprise Value, Legacy

Your investment and license are minimal: \$5 per month per participant over one year. Your return is significant: strategic-minded, results-focused, and entrepreneurial leaders at every level.

A CEO at Every Desk™ gives your institution a workforce that wants to win and lead. It develops a group committed to being CEOs of their jobs and in every interaction with your customers. It strengthens engagement and advances enterprise-wide innovation. It drives commitment to sales, service, and growth.

A CEO at Every Desk™ is updated, revised, and renewable each year, ensuring the timeliest and most relevant research and application on executive leadership at all levels. Up-to-date material is integrated into each module, guaranteeing that both new and established colleagues receive the most recent insights on everyday excellence. Invest in the leadership capacity of your front line colleagues as they commit to greater customer loyalty; higher workplace effectiveness; and, long-term sustainability for your institution.

To discover how you can create and gain from **A CEO at Every Desk™** in your institution, call 951.340.3770 or email jeff@jeffrendel.com.