

CEO: The Position And The Person

*Bart Jackson takes two perspectives on being CEO:
the job, and the person in it.*



The Position

Incessant, potentially overwhelming time demands.

There's a leadership style requirement.

Communication of vision and mission is imperative.

Communication is a 4-way flow – vertical, horizontal, external and over time.

Entrepreneurial growth and innovation are knowledge processes.

Every company has a culture, which the CEO can't control.

Hiring a top team is a great challenge, especially when new capacity is being built.

A firm must build a strong, trusted brand based on strengths and values.



The Person

Uses the firm's well-honed value proposition to set priorities.

The leader finds their own style in their own strengths.

Chooses a distinctive communication approach, but always inclusive and involving.

Reaches up, reaches down, reaches out, welcomes and nurtures new ideas.

Presses knowledge into action – the one who knows when the firm is ready to act.

Exhibits genuine concern for every employee - a positive culture emerges.

Self-trains to become good at hiring – looks for people and character not slot-fillers.

Builds a personal brand based on strengths and values to serve customers.



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