

## **Business Proposition: *Be the CEO !***

By Elizabeth M. Lengyel, PeopleCoach, Inc.

You are the Chief Executive Officer (CEO) of your Business. You are the President and Leader who makes things happen. You are also the CEO in more ways than you might have originally considered!

***As a Chief EXPLORATION Officer, your first step is to engage in self-exploration—*** This is key to business planning and decision-making. If you know yourself, your strengths and genius, you'll make informed business decisions. A great way to hone in on your natural talents is to think about those areas you have always naturally excelled in throughout life. What did you enjoy doing? Who did you enjoy being with? What types of games did you like to play? What were your favorite sports, interests, or hobbies? What did you daydream about? What did you wish for? The past holds significant clues to what you should be focusing on in your business (and what you should be outsourcing to others). It is what keeps you intrinsically motivated.

***As a Chief EXPERIENTIAL Officer, you must talk to the people who are your potential clients —*** This step gives you a reality check. Business cannot be done alone. Join networks and build relationships. Talk to at least 5 new people a week who either fit your customer profile or know people who do. The more people you connect with, the better. You'll be exposed to invaluable information and tips that will be invaluable to delivering based on client needs (not what you think they might need). At the same time, be curious about others. Networking is not all about you! Find out how you can lend a hand in turn.

Follow up is critical. Once a genuine connection is made, follow through with a follow up. Go for coffee. Or to a golf course. Whatever you choose, it's important to meet again in different surroundings. When together, be candid and curious. This is your opportunity to deepen the connection and learn from each other. Consider planning some questions in advance:

- How did you meet (the event planner)?
- Tell more about what it is you do.
- How can I help you – or who can I connect you with?

***As a Chief EDUCATIONAL Officer, you need to examine the competencies and skills required in your business of choice—*** List the skills and competencies you need to be successful in your business. What do you currently know? What do you need to learn? List the gaps. Then make a plan to either fill the gaps through learning or staffing. You can beef up competencies and skills in a variety of ways: classes, degree programs, and certification programs; internships or apprenticeships; reading; working with a coach; and volunteer activities.

***As a Chief ENGAGEMENT Officer, you will have to stay on top of your game***—You must stay self-motivated, energized, and engaged in your company. It takes energy and commitment to build and grow a business. What feeds your energy level? Think about what nourishes and nurtures you, such as adequate sleep and daily exercise. Do you need to change your schedule to allow time for more planning and visioning? Do you need to change anything in your environment, such as creating new office space? How can your network help you stay engaged and focused?

***As a Chief EMPLOYMENT Officer, you are your greatest resource for finding the right team for your business***—Your employment planning process will help you find the right people for the right investment. It is said, “You alone can do it. But you can’t do it alone”. Business was never built in isolation. What kinds of skill sets and people do you need on your team to be successful? Where can you find them? How can you engage them in your vision?

Are you ready to step up your business? If so, remember to think like a CEO and give your business wings!

#### **About Elizabeth M. Lengyel and PeopleCoach, Inc.**

Elizabeth M. Lengyel, President of PeopleCoach, Inc., delivers big breakthroughs for entrepreneurs and small business owners who have been stuck, struggling or lost their momentum. Visit [www.PeopleCoach.com](http://www.PeopleCoach.com) to learn more, and to tune into her invigorating radio show, *Biz Juice! Conversations with world-class experts*.

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