

Consider the CEO –

The CEO fulfills the “take-charge role” of designing and directing the larger line-of-sight focus of the organization, and providing the proper and necessary resources throughout the entire enterprise; thereby enabling the organization to execute its highest-priority initiatives and achieve its long-term goals and objectives. Being a focused visionary, the CEO authors, controls and drives the corporate agenda. As a strategic leader, the CEO provides an organizational infrastructure favorable to achieving long-term goals and objectives, and is the architect behind a strategically aligned and competent executive team. The CEO holds the executive team accountable for consistently demonstrating honesty and trustworthiness, and staying focused on carrying out the organization’s highest-priority initiatives. The CEO consistently demonstrates, throughout the organization, the utmost in personal integrity and disciplined leadership, by effectively communicating, reinforcing and supporting all the components necessary to achieve and sustain long-term corporate strategies.

Position: CEO

Reports to: The Board of Directors

Role:

1. The CEO controls the corporate agenda and is charged with determining the organization’s long-term corporate strategies. The CEO presents those strategies to the Board of Directors for approval. Upon approval, the CEO is charged with ensuring the appropriate executive members carry out the organization’s strategic work throughout the entire enterprise.

Job:

1. Lead and direct the work of others, by constantly communicating to the entire organization
 - a. Where we are going – Objective (Vision)
 - b. How we behave along the way – Action Plan (Values)
 - c. What we must do to get there – Goal (Mission)
 - d. Who is driving – Accountability (Focus, Execution, Culture)
2. Continually seek-out opportunities to grow and expand existing operations
3. Investigate and pursue new business opportunities that facilitate growth and profitability

Responsibilities:

1. *Authoring* the basis for driving strategies (A Focused Visionary)
2. *Providing* an infrastructure favorable to achieving strategies (A Strategic Leader)
3. *Communicating* and *controlling* the corporate agenda (An Effective Communicator)
4. *Supporting* and *reinforcing* the components necessary in sustaining strategies (A Disciplined Person of Integrity)

Footnote:

Although the CEO is a “take-charge role”, it comprises very focused and narrowly specific job duties and responsibilities. With such being the case, some organizations might opt to outsource the role entirely.