

# THE EXTRA POINT

BY JERRY ROBERTS



## # 28 CEO – What Do Those Letters Stand For?

CEO...the boss...the head honcho...but what do the letters in CEO mean? I'm Jerry Roberts and my take on that is next, on The Extra Point.

Chief. Executive. Officer. CEO. Generates the vision and direction of the organization. Charts the course. Makes the big decisions. Yep. All that.

What else does CEO stand for? As I stared at those letters a couple of days ago, a rush of thoughts came forward.

The "C" is for cheerleader.

Every employee ought to be excited when they see you coming, not looking for a place to hide. Because you've got energy, a smile, encouraging words, high fives, fist bumps, recognition and praise. I am absolutely serious. A cheerleader.

The "E" is for evangelist.

In this case evangelist is defined as a person who seeks to convert others to his/her beliefs. You have to be the number one proponent for your organization and what you deliver. You must be a believer and share that light with others. If not you, then who? Then, get beyond competitive issues. Be an evangelist for your industry, too.

How about the "O"? What would you say for the "O"? The word opportunist came into my head, and I like that. We need opportunities to be successful and we need to capitalize on them. But then something else came to mind, something that helps a leader take advantage of opportunities.

The "O" is for...ready? Outsourcer.

The leader must do only those things that have the best chance to propel the organization forward. He/she must work ON the business, not IN the business.

Every task that doesn't maximize use of the leader's skills and advances the company, must be delegated to someone else.

In fact, if you're the leader, you must be a delegating ninja. You must look at the things on your plate and be absolutely brutal about it, handing off everything that doesn't require your specific talents and purpose.

Let other people take on those jobs. If they're not prepared to do that, train them and then load them up. When the plate is full for one, load up the next one.

"But I can't afford to do that right now," you might say. Fine, then do what you can to make yourself more efficient and likely more profitable, then hire more people as your finances allow.

Just make it one of your primary goals to get out from under jobs and responsibilities that somebody else can do, thereby freeing you up to grow the organization.

CEO. Cheerleader. Evangelist. Outsourcer.

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.

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