



## The Three C.E.O. Checklists: A Leadership Process That Actually Works (Paperback)

By Ra Broaddus

iUniverse, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Leaders make the difference between a good and a bad organization. Within a company, everything gets done-or doesn't get done- because of the procedures set in place by management. Since leadership is a process based on discipline and skill, mastering the right process guarantees success. But finding that perfect equation is often difficult-until now. Drawing on his extensive experience as business advisor to successful C.E.O.s, Ra Broaddus outlines the highly effective principles behind good leadership in The Three C.E.O. Checklists. The three components central to good management are C.E.O. disciplines and skills, organizational structure, and operating processes. Broaddus explains key elements of each and how they work together to produce a quality leader. They include: \* Focus \* Credibility \* Communication \* Values and culture \* Planning \* Financial reporting \* Business development \* Human resource management A must read for anyone in a leadership role, this essential business guide shows you how to implement Broaddus's practical advice and find the equation that works for you. Take your company-and yourself-to a new and sustainable level of success.



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