



CEO EFFECTIVENESS™

■ ECOSYSTEM

CEO Effectiveness is passionate about transforming leaders and organizations through self-knowledge and organizational consciousness. We understand the pressures of executive leadership and strive to provide realistic solutions in accessible formats.

Because leaders have different styles and like to engage with us in their own ways, we have created an ecosystem of engagement to suit you.

All of our products and services have been designed to work together in a continuum of ascending engagement levels to provide the level of exploration and insight you seek.



I. BASE CAMP: BOOKS



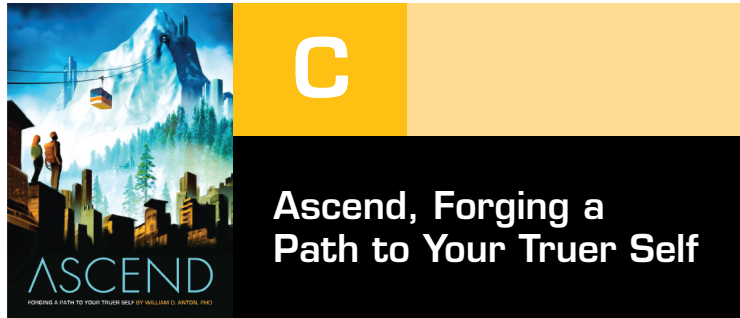
Business Success Through Self-Knowledge: William Anton, Ph.D., founder of CEO Effectiveness, has written two books. His first, Business Success through Self-Knowledge, is an in-depth examination of the nature of a self-knowledge, how to achieve it and how it links directly to the success of your organization. This book is rich with scientific support and examples that illustrate the process of questioning mental models and achieving exponential success as a leader. This eye-opening book is appropriate for students of self-knowledge eager to gain in-depth insight into their own power to transform their businesses. The path to exponential success often involves humility and a leader's unvarnished but forgiving view of him or herself. The book is available in print and audio formats. A companion study guide is also available for those ready to begin the exciting journey of exploration and application.



To write this study guide, Dr. Anton teamed with Ronald Fleisher, a former business executive who moved from sales associate to CEO in major organizations. Together, they created a guide that assists readers in implementing the lessons of Business Success through Self-Knowledge. Working through self-knowledge concepts can seem like an abstract process. This workbook targets a reader's blind spots so that they can see their unseen mental models which might be blocking their greatest successes.



I. BASE CAMP: BOOKS



Dr. Anton's second book, *Ascend, Forging a Path to Your Truer Self*, is an engaging mythical story that follows various people and situations upward on the path toward self-knowledge. With short chapters and learning points summarized at the end of each segment, *Ascend* is highly digestible in a short period of time. It is appropriate not only for top leadership but also for widespread distribution throughout an organization. Readers are transformed by identifying with characters in the story and following their paths toward increased self-knowledge. It is available in print and audio formats.



Peter Berardi, Ph.D., retired Navy S.E.A.L. Commander, wrote the *Ascend Workbook* as a companion to *Ascend*. Dr. Berardi identified leadership self-knowledge as the missing piece in other training programs. With this workbook, Dr. Berardi brings to the user a practical way to interact with *Ascend* concepts. Organizational learning often requires a roll-up-your-sleeves approach with hands-on involvement and concrete implementation. This workbook is designed to guide and inform while requiring a user to actively participate in the process. It is perfect for use in leadership workshops, discussion groups and management training exercises to jump-start the self-knowledge transformation.

I. BASE CAMP: **CONNECT ONLINE**

Online engagement is always flexible, fun and educational. We have designed the CEO Effectiveness website as a resource for information we believe will be valuable to top leaders. There you will find:

E **CEO Effectiveness Blog**

Written by Dr. Anton, Senior Executive Coach, Dr. Dale Hicks, whose expertise includes extensive collaboration with Dr. Anton, and others trained by Dr. Anton. Please do participate! We love your perspective, commentary and exchange of fresh ideas.

F **White Papers**

Coming soon! Timely white papers will be posted on our website from time to time. Let us know if you would like to be notified.

G **LinkedIn & Facebook**

Chat with us and others within the CEO Effectiveness family of professionals to explore CEO Effectiveness in action.

H **Contact us Directly**

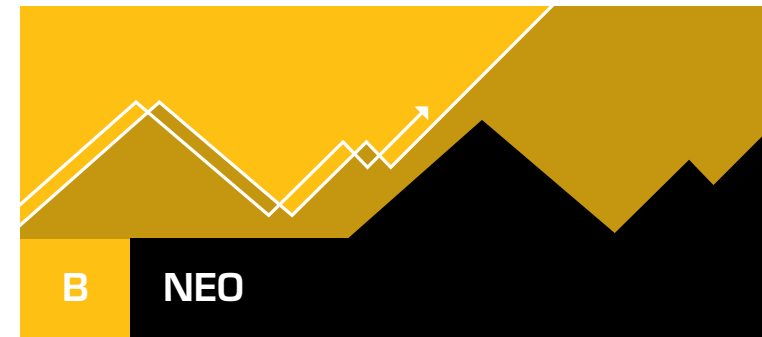
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II. BIVOUAC: WEBINAR SERIES & ANALYSIS



Coming Soon! Leaders looking for a more interactive experience will enjoy our online CEOE Webinar Series. In this series, subscribers will be able to review webinar materials online, access additional resources, participate in online surveys, including benchmarking, and join in online discussion groups with peers and CEO Effectiveness experts about various aspects of self-knowledge and corporate leadership. For some, the ability to participate at a convenient time of day or night is important. So, our subscribers will be able to participate in the live webinars but will also have access to the recordings and the associated online chat room after the webinar is given. We have designed this series to entertain while covering key points in small digestible chunks that can be used immediately in your work.



The NEO Management Assessment and Report is a concise measure of 5 major dimensions or domains of personality and some of the more important traits and facets that define each domain. The results of this assessment are reviewed and analyzed by a qualified CEOE professional with specialized knowledge and then summarized in a report. This assessment is Ideal for gaining personal understanding of ourselves, use in human resource settings and team building. It reveals relevant and detailed information about personality characteristics and more. The purpose of this assessment is to provide you with information that will allow you to perceive yourself more accurately. This added insight could strengthen your efforts to enhance your effectiveness. You can complete this assessment at your convenience in the privacy of your office or home.

III. TIMBERLINE: ASSESSMENT



The LVI assessment is a team sport and can be extremely useful to assess the leader's influence and personal signature within a company. Is your message getting through to the people who work for you? What sort of impression are you making? How can you better inspire others? These are just some of the questions that can be answered by the LVI. This assessment assists leaders in constructing a group of people from the leader's work environment to respond to questions about the leader. Responses to these questions are then collated and analyzed. Dr. Hicks personally meets with the leader to deliver and discuss the report based on the data. The LVI can be enriching for leaders who gain valuable insight into their strengths, weaknesses and how others perceive them. The LVI is useful to leaders who wish to enhance their overall effectiveness and the effectiveness of their teams. It also offers forward-thinking governing boards insight into leadership skills at the top of their organizations and helps them tailor leadership training to obtain a competitive advantage.

III. TIMBERLINE: WORKSHOPS



B Self-Knowledge Workshops

Coming Soon! 1-day workshops afford top leaders an accelerated path toward putting self-knowledge principles to work in their organizations and in their own lives. These intensive workshops offer in-depth understanding and experiential training in a small group setting. Here, leaders will be guided by CEO Effectiveness experts along the path of self-knowledge and engagement while networking with similarly enlightened peers. Participants will have the opportunity to look at themselves and their organizations in new and different ways. Topics explored include the origins of mental models, drawing distinctions among self-awareness, emotional intelligence and self-knowledge, application of self-knowledge to business, and why most self-help seminars simply don't work. For the executive who wants rapid insight into the true requirements of foundational change by Monday morning, this is the course.

III. TIMBERLINE: WORKSHOPS

C Leadership Training Workshops

World-class leadership is a skill. Our leadership training series was developed by Peter Berardi, Ph.D., Navy S.E.A.L. Commander (Ret.) and is based upon the best leadership systems and knowledge in the world. This series includes:

01. Building a Culture of Success: Identify and define personal and organizational core values and the importance of aligning stakeholder, organizational and employee values, all of which impact behavior in creating a culture of success.

02. Keeping Momentum in Leadership: The importance of investing in your organization through skill-set development; personal action plans, organizational action plans and follow-up to initiatives

03. The Economies of Trust: The economic benefits of high levels of trust and the pitfalls of low trust

04. Influences: The impact of influences and how to control them for more productive, effective, and enjoyable results

05. Communications 1.0 - Effective Listening and Effective Questioning: Develop solid listening skills and ability to ask better questions.

06. Your Signature: Personal Branding and Standards: The importance of developing a strong personal brand and how to accomplish this

07. Being a Positive Sphere of Influence: How to increase selfless leadership throughout the organization resulting in more effective engagement and personal performance

08. Emotional Intelligence versus Self-Knowledge: Similarities and differences between emotional intelligence and self-knowledge and how they impact leadership

09. Managing Upward and Downward: The benefits of establishing and communicating expectations with supervisors, peers and subordinates and how to achieve them

10. Conflict Resolution and Team Building: How to establish a positive organizational environment that includes a higher level of esprit de corps, team cohesion, personal relevance, openness to change, buy-in, and loyalty

IV. SUMMIT: COACHING, PROGRAMS & PARTNERSHIPS

Everything changes when you do. That is one of Dr. Anton's favorite concepts based on his discovery that change in top leadership pervades an organization. CEO Effectiveness is committed to empowering top leaders as agents of transformation, even in the most complex business environments. For leaders who seek exponential results, CEO Effectiveness offers personalized one-on-one training in the areas of self-knowledge and leadership. All CEO Effectiveness experts have been personally trained by Dr. Anton and are experienced in working with top leadership to positively transform organizations.

A. Executive Coaching: We offer individual leadership versatility evaluations, one-on-one coaching, leadership training, team building and engagement programs based on enterprise-wide objectives.

We are often approached by leaders who seek a change in the culture or productivity levels within an enterprise. Many begin with employee engagement programs and then seek leadership training and, finally executive coaching. When those programs do not accomplish their goals, leaders seek more.

At CEO Effectiveness, we suggest that the pursuit of organizational change begins at the other end of the path: with the top leaders. By beginning with the self-knowledge of top leaders, change begins at the top. As a result, leadership training and employee engagement programs naturally follow and are better aligned with the organization's objectives. Over time, we find that everyone in the organization becomes more integrated into the ethos of the company and are, therefore, more effective.

B. Engagement Programming: With our world-class partners, we assist organizations in creating enterprise-level engagement programs. Creating a collaborative, engaged and creative company where everyone is happy to work is an art. We work with strategic partners to develop integrated coaching, training and incentive programs designed to excite and entice your team members to expand the success of the organization.

C. Development Partnerships: We are quite collaborative and are pleased to offer our expertise to make your great products and services even better by integrating our insights. Contact us for more information.



CEO EFFECTIVENESS™



START YOUR OWN JOURNEY TODAY!

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