

Six Simple Secrets Of Successful CEOs

The Foundational Concepts of the
Critical Mass Peer Group Community
Orange County, CA

Version 6_15_2015

Presented by: Richard (Ric) Franzi

Introduction

The following are the six simple secrets used by the members of the Critical Mass® CEO Peer Group Community to lead and grow their firms.

This reference list contains the intellectual property that forms the foundation for the theories, concepts and best practices of our CEO Peer Groups®.

These concepts have been curated from hundreds of books, articles and videos, screened by Richard Franzi to help community members build companies with a lasting competitive advantage; an empowered workforce capable of delivering consistent business results and performance.

1. Strategy

Build a compelling vision for the future of your firm and your people.

- *Mastering the Rockefeller Habits*, by Verne Harnish
- *The E-Myth Revisited*, by Michael E. Gerber
- *Blue Ocean Strategy*, by W. Chan Kim & Renee Mauborgne

2. Execution

Create a plan that will achieve or exceed your firm's long-term vision.

- *Scaling Up*, by Verne Harnish
- *The Ultimate Question 2.0*, by Fred Reichheld & Rob Markey
- *Killing Cats Leads to Rats: Unintended Consequences*, by Richard Franzi

3. Leadership

Know who is contributing to your firm's improvement and reward them.

- *Critical Mass: The 10 Explosive Powers of CEO Peer Groups*, by Richard Franzi
- [*The Power of Vulnerability*](#) by Brene Brown (TED Talk 20-minute Video)
- [*Start With Why*](#) by Simon Sinek (TED-x Talk 18-minute Video)

4. Culture

Focus on creating a firm where your employees (at all levels) buy-in to your vision, know their role in helping to make it a reality, and give discretionary effort.

- *Now, Discover Your Strengths*, by Donald Clifton & Marcus Buckingham
- *Strength Finder 2.0*, by Tom Rath
- *Toddlers and Chimps Do It*, by Richard Franzi
- [Overcoming Peer Pressure](#) by David Maxfield & Joseph Grenny (Video)
- *Employees Matter* by Anne Claire Broughton, Christa Vinson & Marta Nelson

5. Communication

Share your vision, explain your thinking, listen to the verbal and nonverbal feedback from your people and respond to it in a positive way.

- DISC, by William Martson
- *The Five Dysfunctions of a Team*, by Patrick Lencioni
- *GroupThink: Is a Communicable Disease*, by Richard Franzi

6. Performance

Ensure your employees are clear on their roles & responsibilities, measure their results against their goals on a regular basis with feedback and support to remove “organizational rocks” that are blocking them.

- *The Great Game of Business*, by Jack Stack
- *Strategic Selling*, by Stephen Heiman & Diane Sanchez
- *Influence: Science and Practice*, by Robert Cialdini
- [Science of Persuasion](#) by Robert Cialdini (12-minute video)
- *Drive: The Surprising Truth About What Motivate Us*, by Daniel Pink
- [Drive: The Surprising Truth About What Motivate Us](#) by Daniel Pink (11-minute video)

General Knowledge

Explore ideas and concepts that will provide you with a well-rounded knowledge base to deal with the challenges and opportunities you face as the leader of your firm.

- *Man's Search for Meaning*, by Viktor E. Frankl
- *The Daily Drucker*, by Peter F. Drucker & Joseph A. Maciariello
- *Critical Mass: The Power of CEO Guiding Principles III*, by Richard Franzi
- *The Coming Job Wars*, by Jim Clifton
- *Lonely Island: The Negative Effects of Peer Isolation*, by Richard Franzi
- *Be happy*, by Monica Sheehan

For additional information or assistance in implementing these Six Simple Secrets of Successful CEOs contact our CEO and Founder, Richard Franzi at (949) 887-4104 or RFranzi@CriticalMassforBusiness.com.

Visit our website at www.CriticalMassforBusiness.com

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