



Course Highlights

What you need to know before embarking on
your
growth journey





ATLAS OVERVIEW



In order to help you remember how an atlas can be used as your guide and how there is a process to prepare for and execute on a path, the CEO Atlas course assigns a topic to each letter of the word **ATLAS**.

The course curriculum is divided into the four key functional areas of a business. The content is organized around the necessary steps that ensure creating the foundation for growth and guiding you along that journey.



A: Assess



T: Time



L: Learn



A: Action



S: Success





COURSE BENEFITS



CEO ATLAS is for the person who:



wants to transform from CEO to leader



wants to transition from working in their business to working on their business



recognizes the need to grow their business in order to survive

Benefits for YOU

On your own time and at your own pace

Focuses on you, as owner

Brings the daunting task of growing into perspective and breaks it down into five modules

Helps you learn how to relate to and motivate others

Assesses your business acumen upfront and at the end to measure what you have learned

Questions when and how you should grow

Fosters personal development to be a true CEO and not an entrepreneur

Insights into what works for others so you can implement change in your company

A well informed, confident You results in a better run company

CEO ATLAS is for the company that:



is stalled in its growth path and is facing a fork in the road



is poised to grow but does not know the next steps



needs to pivot and develop a new growth strategy

Benefits for your COMPANYY

Provides a roadmap to set a solid foundation and beyond

Dissects and examines the four functional areas of a business

Focuses on step by step growth from strategy to execution

Educates on how to manage finances

Guideline for hiring: how, when and who

Take aways to use with your team

Homework to implement improvement while taking the course

Steps to create a clear brand and message

A company with a solid foundation and the right direction is well positioned for steady growth





RULES OF THE ROAD



Before anyone embarks on a trip, it is important to understand the Rules of the Road. Throughout the CEO Atlas course, you will be given the Rules of Road for a business owner on their journey.

In addition, to specific Rules of the Road for each functional area of your business, every traveler should remember a few overall Rules of the Road:



This is your business and is an extension of who you are. Do not forget where you started and where you want to end up. Make smart business decisions while remembering your vision, mission, and passion.



Without adequate capital, it is impossible to be the best you can be and will slow down the growth process.



Your team is the heart and soul of your business. Without them it is a lonely journey.



Create a legacy. Foster your brand. Find a way to remain relevant.



Always remain passionate. Passion when you start, passion when you grow, passion in others, and passion for the next thing.





HOMWORK



Before you go on a trip to unexplored places, you do research on what to see, where to stay, what to eat. This same type of exercise will assist you in getting ready for your growth journey.

While none of us really like homework and there never seems to be enough hours in the day to spend the required time to get it done, it is a necessary part of learning and therefore growing. Throughout the CEO Atlas course, you will be asked to work on your business in the form of homework assignments. The more time you spend on homework, the more likely you will be successful. Homework assignments include the follow action items:



Identify current processes and procedures; what needs improvement and how processes and procedures are interrelated



Gather financial information, review what financial data you are receiving and the story it tells



Review your organizational chart and all job descriptions to determine if team members are doing the right jobs and doing them well



Determine if your vision and mission is understood by all and conveyed clearly in your branding



Measure in time and steps how long it takes you and your team to execute identified tasks





Whenever you go on a journey, at some point along the journey you need to stop, stretch your legs and re-focus. In each module of the CEO Atlas course, you will encounter Pit Stops. These allow you to stop, focus on your surroundings and learn something new.

The pitstops, including those below, are downloads so you can share with your passengers (your team members) who have come along on the journey with you.



Entrepreneurial Skill Set



Ways to Organize Financial Information



The Importance of Culture



Common Mistakes When Hiring



Tips for Successful Negotiations



Board of Advisors versus Board of Directors





Sending postcards is a snapshot of where you have visited along with a short explanation of what you saw and did. When received, the recipient gets a first hand account of the experience. I find real life experiences are helpful in putting your own experiences into perspective. Knowing that others “have been there, done that” make your challenges less insurmountable.

Reading the case studies in the CEO Atlas Learn section as if you are the recipient of the snapshots of other business owners’ travels, will provide you with insight into those who have gone through growth and innovation before you.

Live vicariously through the stories of others’ journeys including the following:



Operations/Workflow



Know Your Numbers



Passion for Your Business



New Product; Different End User



Unplanned Rapid Growth

