

TECniques #104 January 2009  
The CEO Role in a Changing World  
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Practice Strategies**

- ▶ What Skills Are Needed? [1.00]
  - ▷ Strategy and vision
  - ▷ Lead and motivate
  - ▷ Operational insight
  - ▷ Fiscal literacy
  
- ▶ Vision and Leadership [1.45]
  
- ▶ Vision Pollution [2.10]
  - ▷ External and internal
  
- ▶ Dealing With Change and Pressure [2.45]
  - ▷ Don't change core values and style
  - ▷ Managing impending fear
  
- ▶ Is Recession A Bad Thing? [4.20]
  
- ▶ Differentiating Opportunities [5.00]
  
- ▶ Fiscal Literacy [5.25]

▶ Meaningful KPIs

- ▶ Cash flow management [7.40]
- ▶ Pricing philosophy [8.50]
- ▶ Funding policy [9.05]
- ▶ Collections / accounts receivable [9.45]
- ▶ Supply chain management [10.20]
- ▶ J curve management [11.00]
- ▶ Cost control [11.40]

▶ Summary [11.55]