

Leading to the Future – Strategic Planning Package for Aspiring CEOs

Presentation by:

CPA. Rosalind Murithi
Director, Risk Management & Internal Audit
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Contacts: rkaburu2001@gmail.com -0722650153.

Presentation agenda



- ☐ Introduction
- ☐ The CEO
- ☐ Effective CEOs
- ☐ Advisory to a new CEO
- ☐ The future CEO
- ☐ Strategies of an aspiring CEO
- ☐ Way forward
- ☐ Conclusion



Who is a CEO?



The **Chief Executive Officer (CEO)** is the highest-ranking executive in an Organisation, whose primary responsibilities include; Making corporate **decisions**, managing the overall **operations** and **resources** of the organisation, acting as the main point of **communication** between the Board, Management and Staff and is also the **face** of the Organisation.

Role of a CEO?



A Chief Executive Officer (CEO) is elected/Appointed by the Board and its Shareholders.

A CEO's role varies from one Organisation to another depending on the Organisation's **size, culture, and corporate structure.**

CEOs can set the **tone, vision,** and sometimes the **culture** of their organizations.

What do effective CEO's do....



- ☐ Set massive goals and plans.
- ☐ Encourage feedback without judgment.
- ☐ Hire people who have good character.
- ☐ Put the right person in the right role.
- ☐ Get to know their team and interact with them.
- ☐ Empower employees to unlock their potential (Inspire them).
- ☐ Encourage Innovations
- ☐ Set the right tone at the top.



Outstanding Female Leaders



- ☐ Nasim Devji, (Diamond Trust Bank)
- ☐ Rebecca Miano, (KenGen)
- ☐ *Beverley Spenser Obantoyinbo* (BAT)
- ☐ Marion Gathoga-Mwangi (BOC)
- ☐ Tabitha M. Karanja, (Keroche)
- ☐ Phyllis Wakiaga, (KAM)
- ☐ **Yourself.**

When Selecting a CEO, investors will assess a new CEO's track record for creating shareholder value; CEO's reputation, ability to grow market share, reduce costs, or expand into new markets.

Strategies for aspiring CEO's.....



- ☐ Right Qualifications
- ☐ Skills and Strengths – Expand your expertise
- ☐ Work Values - Hardworking
- ☐ Get a Mentor
- ☐ Have humility but influence people
- ☐ Comfortable handling contradictions
- ☐ Influential Networks and Building Relationships
- ☐ Marketing yourself / Personal Branding.
- ☐ Join a Board of Directors.

Organizational Structure



The Management team and the Board of Directors have the ultimate goal of directing the organisation's management and protecting Shareholders investment (maximising value).

Organizational Culture



Culture is an important aspect of the organization. You have to be intentional in driving and permeating the culture you want your company to have.

You do this by taking every opportunity to instil the value system you have established in your organization. You reveal and reinforce your value system by how you handle crises, incentives, recognition, and many other factors.

Peter Drucker - “Culture Eats strategy for Breakfast”.

The Board of Directors



What is a Board of Directors (B of D)

A board of directors (B of D) is a group of individuals elected to represent shareholders.

A board's mandate is to establish policies for corporate management and oversight, making decisions on major company issues.

Every public company must have a board of directors. Some private and non-profit organizations also have a board of directors.

The Board Chair



CEOs can set the **tone, vision**, and sometimes the **culture** of their organizations.

The CEO directs the operational aspects of an organisation; the Board of Directors oversees the Organisation as a whole, through the Chairman.

The Board has the power to overrule the CEO's decisions, but the Chairman of the Board does not have the power to overrule the Board.

Board Strategy..



- ☐ Better Oversight and Accountability
- ☐ Increased Operational Efficiency
- ☐ Stimulates Performance
- ☐ Improved Risk Management
- ☐ Strategy discussions as the first agenda.
- ☐ Dynamic engagement.

The CEO and Board work together to discuss ongoing, prioritized agenda of strategy issues and opportunities.

Advisory to CEO's about to take up a new role.



“What advice would you give to professionals about to take on the CEO role for the first time?”

(Discussion with participants)

Advisory to CEO's about to take up a new role.



Scott Abel, Founder & CEO, Spiceworks (CEO experience: Nearly 9 years):

Be open and honest with your Employees. Truly be approachable. Build a culture where people are comfortable coming to you and telling you bad news.

The more open and honest you are with your team about how you're doing – with product traction, sales, and money in the bank – the more honest they'll be with you about what's working and what's not inside your company.”

Advisory to CEO's about to take up a new role.



Dean Drako, President, CEO & Founder of Eagle Eye Networks (CEO experience: 22 years):

- ❑ Build for success, not for an exit.
- ❑ Most acquirers are interested in a successful Company, Build one.
- ❑ Measure results and adapt quickly. Smaller companies can change and move fast - use that to your advantage.”

Advisory to CEO's about to take up a new role.



Thomas Ebling, President, CEO & Chairman of the Board, Demandware (CEO experience: 14 years):

- ☐ Spend time listening and learning from people already at the company. Always remember this, 'You have two ears and one mouth for a reason.'
- ☐ Avoid rushing to judgment;
Your new team will often have the answers to the challenges that led to the CEO transition, but they are never heard.”

Advisory to CEO's about to take up a new role.



Gregory S. Gilmore, CEO, Planview (CEO experience: Less than one year):

- ☐ Don't be an accidental leader, be intentional about your leadership model.
- ☐ Customise your leadership model to your organization needs. Do not allow staff to undermine your influence and credibility.
- ☐ Do have a clear assessment of your leadership abilities. No model will work well unless you apply your specific talents and gifts – as well as your weaknesses and shortcomings – to it.

Advisory to CEO's about to take up a new role.



Brian Tervo, President & CEO of North American Operations for TIE Kinetix (CEO experience: 6 years):

- ☐ Understand that you do not know everything about the business no matter how much of a subject matter expert you may be.
- ☐ Build teams of various disciplines that challenge each other to come up with the best idea, not just people who agree with your every word.
- ☐ Start with a communications survey to get a real picture of how your employees communicate and where they put their trust.

Advisory to CEO's about to take up a new role.



- ☐ Operate with total transparency (and hold yourself to the highest moral and ethical standards!)
- ☐ Set the right tone at the top. Remember “Monkey see, Monkey do”
- ☐ A leadership culture is one where everyone thinks like an owner, a CEO or a managing director. It's one where everyone is entrepreneurial and proactive.

Signs of great future CEO.



WHAT QUALITIES DO YOU
THINK THE FUTURE CEO WILL
HAVE?

(Discussion with Participants)

Signs of great future CEO.



- ☐ They are driven, focused, and ambitious.
- ☐ They are calm under pressure.
- ☐ They are excellent communicators and negotiators.
- ☐ They inspire respect.
- ☐ They can make important decisions and hard choices.
- ☐ They can develop a cohesive strategic plan.
- ☐ They can rally others to their vision.

Signs of great future CEO.



- ☐ Should not be a perfectionist
- ☐ Coaching and challenging people effectively
- ☐ Rallying people together
- ☐ Reliability
- ☐ Constantly Recruiting the right people

Signs of great future CEO.



- ☐ Ability to recognise talent
- ☐ Calm before the Storm
- ☐ Being a good Listener
- ☐ Ability to lead people
- ☐ Be Strategic

Challenges CEOs face...



- ☐ Poor Organizational Culture
- ☐ Organizational Structure
- ☐ Poor Leadership
- ☐ Unsupportive Management
- ☐ Delayed Board Decisions
- ☐ External Interference
- ☐ Inadequate Resources
- ☐ Stiff Competition



To overcome challenges



- ☐ Staff Motivation
- ☐ Promote good corporate culture
- ☐ Career Growth
- ☐ Team Building
- ☐ Training opportunities
- ☐ Talent use
- ☐ Discipline

Way forward



- ☐ Good Corporate Governance
- ☐ Cohesive Culture
- ☐ Re-Structuring
- ☐ Proactive Approach
- ☐ Ethical Behavior- Tone at the Top
- ☐ Innovations

Conclusion



We expect to see more lady's as CEOs after this conference.

Get the right mentors, have confidence in yourself and make many more applications for jobs.

Do not shy away from senior positions either as they will not be preserved for the other gender.

Keep applying!

QUESTIONS?



Thank You