

# HOW TO BE A CEO

## Six habits of the highly successful

Often people try to simplify the executive career path, and the reality is that successful CEOs are a dynamic and varied bunch.

More easily however, we can ask this group to identify what qualities they learned along the way. We interviewed over 100 Silicon Valley executives for our programs and simplified the most common habits the most successful use.

Use these habits to ensure your potential:

### COMMUNICATION

Chief executives are responsible for conveying the challenges and successes of their brand externally. They should also make it a priority to communicate to their staff with honest and open dialogue. This is the first and most basic skill aspiring executives should seek to improve if they consider advancement.

### CURIOUS

Have a never-ending desire for learning. Be skeptical and question everything around you. Learn how things work and seek to improve them. Be empathetic to the people around you, and learn about their lives.

### DRIVE

We all face hardship, but you don't have to play victim. Maintain a work ethic that helps you keep a perspective to endure and overcome challenges for a longer-term goal.

### PERSPECTIVE

Building a successful career path requires perseverance in reaction to failure, not an avoidance of it. CEOs of all backgrounds will face adversity in leadership, and it takes the ability to adjust, seek help and take the next next positive step.

### LEADERSHIP

Using a 'my way or the highway' style will decrease productivity. Foster a positive presence by being respectful, listen actively and accept responsibility when things don't go well. Asking how to improve will do more to position everyone for success.

### SELF-AWARE

Understand your impact. As the executive, your voice will be the loudest. Make an effort to ask open-ended questions in a non-threatening manner to encourage team members to share freely.

*Effective communication is frequently ranked the primary key to success by business leaders. Communication is an undervalued, lightly regarded discipline in the theory and practice of corporate leadership. It is a constant process that involves more than words, constantly happening through non-verbal behaviors and attitudes. Register for our training programs today, and learn to advance your message.*