

The CEO Mindset

The Characteristics of a Successful CEO



S U C C E S S I S A M I N D S E T

The results you have in your business and life are a direct result of your mindset. If you don't like your results change your mindset.





YOUR FACILITATOR

DR. FELICIA PHILLIPS DIRECTOR CENTER FOR ENTREPRENEURSHIP & INNOVATION

- 31 Year Serial Entrepreneur
- Tech
- Real Estate
- Logistics

Consultant

- Delta Air Lines
- Southern Company
- Georgia Power
- Wells Fargo
- IKEA
- City Of Atlanta
- City of Love Joy
- The Small Business Administration

Multiple Choice

Are you expecting 100% results in your business and giving 50% effort? What effort are you currently giving in your business?

- a* 100%
- b* 75%
- c* 50%
- d* Below 25%



**Mindset determines your
outcomes not your
circumstances**

CEO Roll Call



- Name
- Business Name
- Services You Provide
- How Long You've Been In Business

Today's CEO Agenda

01

CEO Success
Blockers

02

Characteristics of a
Successful CEO

03

Developing CEO
Habits

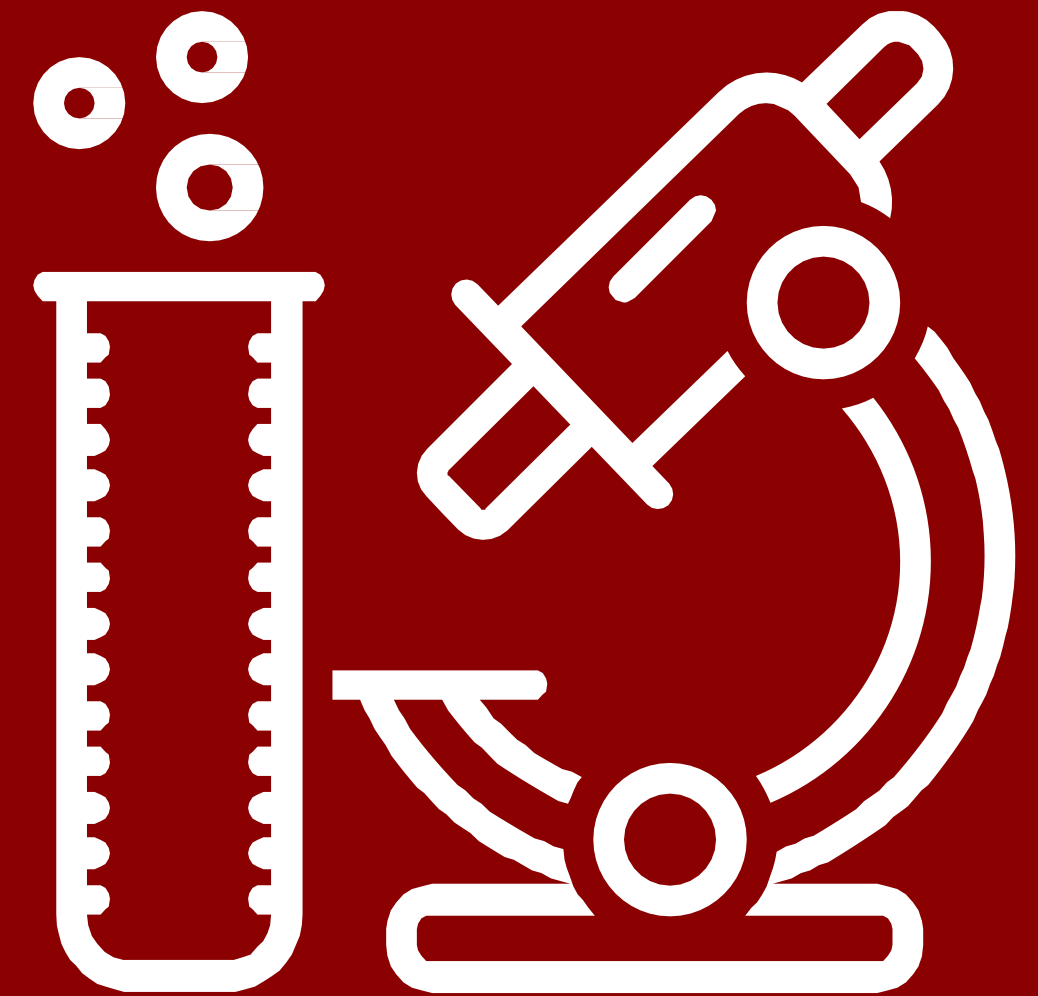
Multiple Choice

What is the most important factor to your success?

- a* Mindset
- b* Strategy
- c* Accountability
- d* Consistent Action
- e* All the above

The CEO Success Formula

*Mindset + Strategy + Accountability +
Consistent Action =
RESULTS*



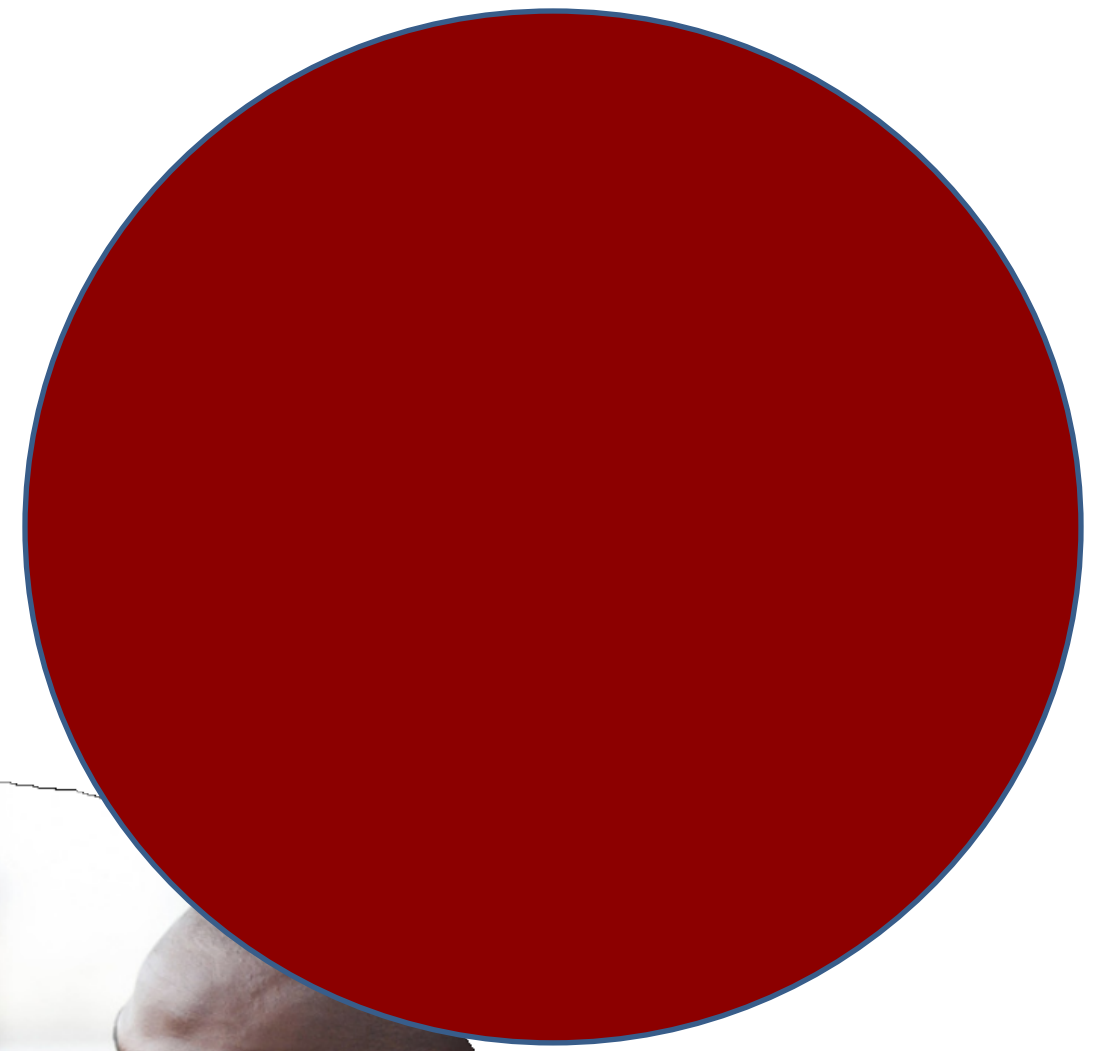
The Hard Truth

Black Business Statistics

Did you know?

95%

**Black businesses have
no employees**



Did you know?

Less than 5%

of over 2.4 million black businesses
earn over \$1 Million annually



Did you know?

Less than 6%

of black people make a 6-figure salary
every year

Together, let's change that...

It's time to shift your mindset and up-level your business and life



There Is A Formula For Success.

There Is A Formula For Failure.

CEO Success Formula:

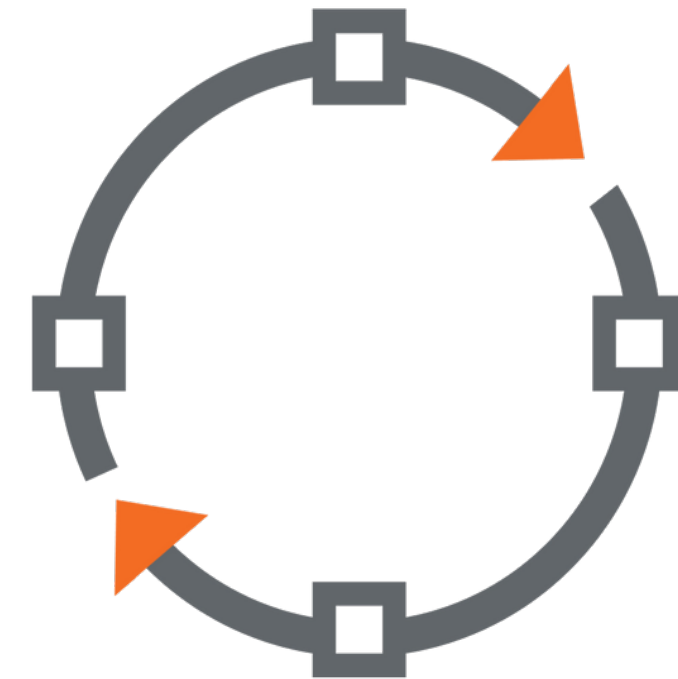
Cultivate Qualities of the 2 Types of Entrepreneurs



Passionate

Passionate Entrepreneur

(Emotions/Feelings/Purpose/Passion)



PROCESS

Process Entrepreneur

(Mindset/Strategy/Systems/Logic/Results)

CEO Principle #1

CEO Success Blockers

A circular photograph of a woman with dark, curly hair, smiling broadly and showing her teeth. She is wearing a colorful patterned top. The photo is partially obscured by a dark red circle containing text.

MENTAL BLOCKS TO SUCCESS

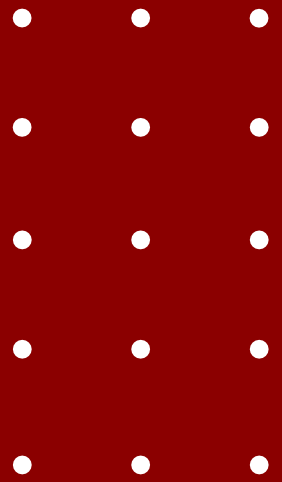
BLOCK #1
Self-Worth

BLOCK #2
Fear

BLOCK #4
Money

BLOCK #3
Inner Critic

Success Blocker #1: Self-Worth



Low self-esteem/feeling unworthy

Weak boundaries/hard to say no

People pleaser/approval seeker

Avoid Conflict

Success Blocker #2: Fear



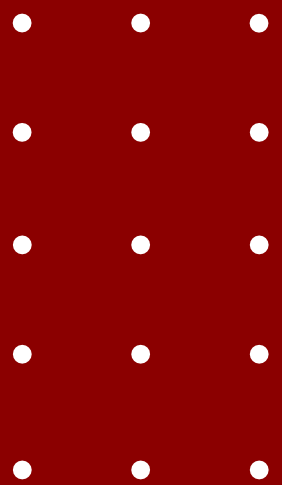
Judgemental

Fear of Failure / Success

Uncertainty (Difficult to make decisions)

Fear of Being Left /
Abandonment Issues

Success Blocker #3: Inner Critic



Negative Self-Talk

Indecisive

Controlling / Perfectionism

Shame / Guilt / Critical

Self-Sabotage / Imposture
Syndrome (Doubt your
accomplishments)

Success Blocker #4: Money



Scarcity or Lack Mentality

I don't deserve money /
I don't need money

Money is evil

I just want to help people /
I don't care about the money

Success Ladder



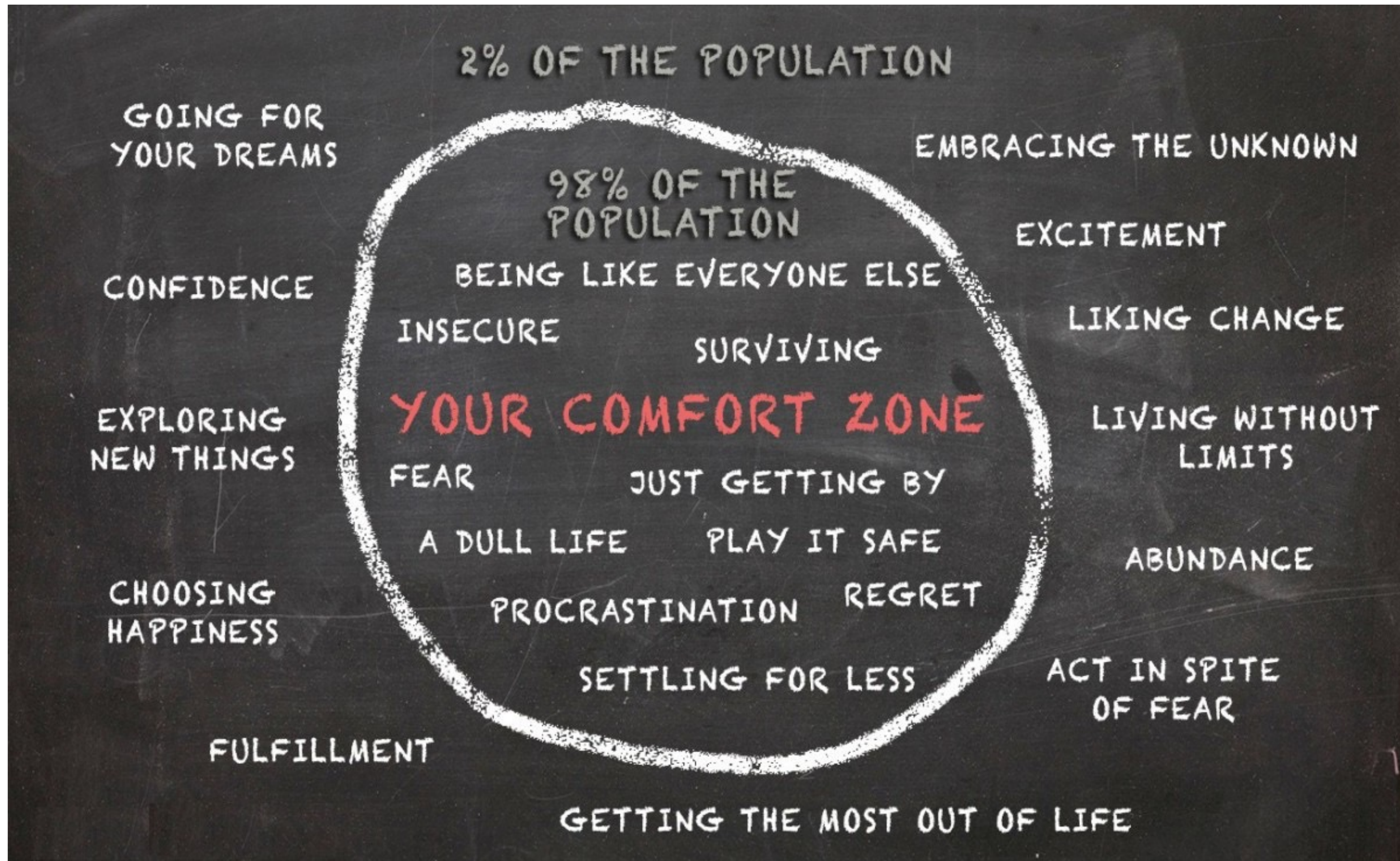
Foundation: Beliefs (Mindset)

Conscious & Unconscious

**CEO
Principle
#1**

Characteristics of a
Successful CEO

The CEO 2% Mindset



Growth Vs. Fixed Mindset



1

- Vision & Goal-Oriented
- Results-Driven
- Disciplined & Maintains a Daily Routine

2

- Lifelong Learner
- Reads or learns something daily
- Decisive Decision Maker
- Says No

3

- Overcomes Setbacks
- Resilient
- Focuses on passion and purpose

4

- Self-Aware
- Optimistic
- Internally Motivated
- Emotionally Intelligent

5

- Risk-Taker
- Sees failures as lessons
- Takes responsibility for their actions

6

- Practices Self-Care
- Eats healthy and exercises
- Gets proper sleep
- Grows spiritually

Characteristics of Successful CEOs



Urban League of
Greater Columbus

**CEO
Principle
#3**

Creating CEO Habits

“

*"Success is 20% skill and 80%
strategy."*

—Jim Rohn

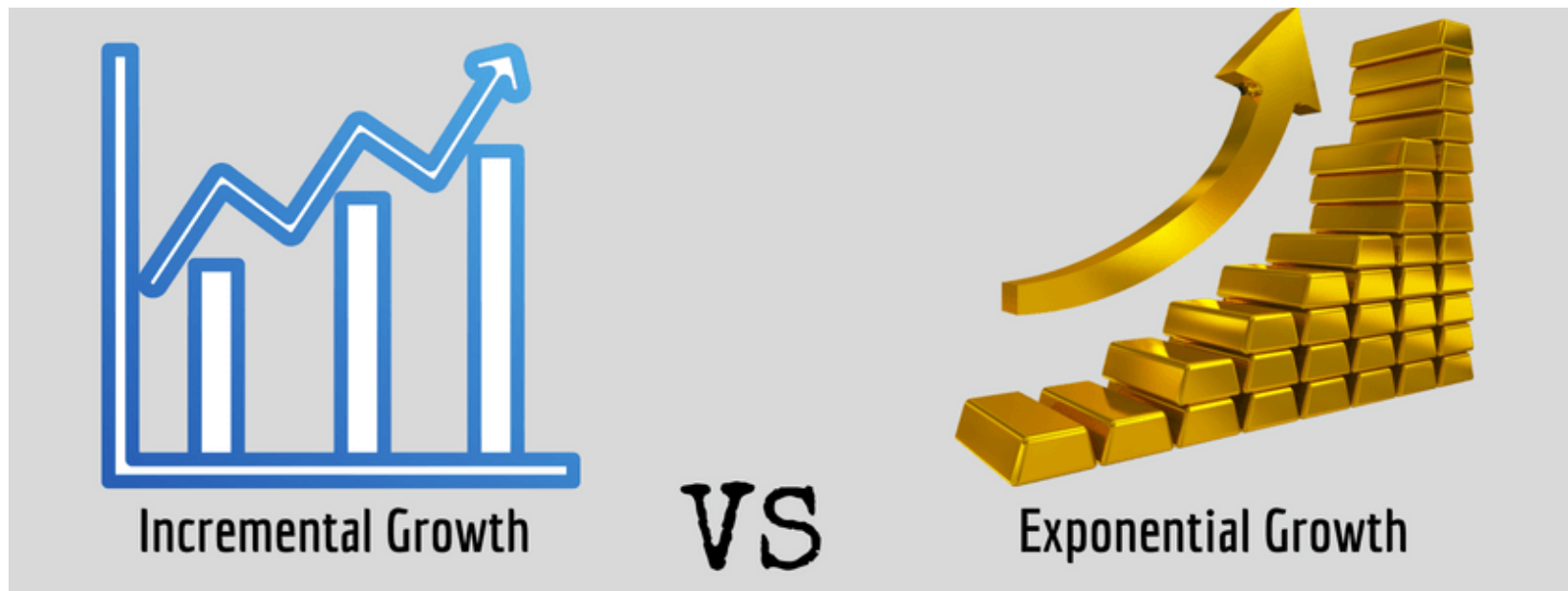
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Incremental Vs. Exponential Growth



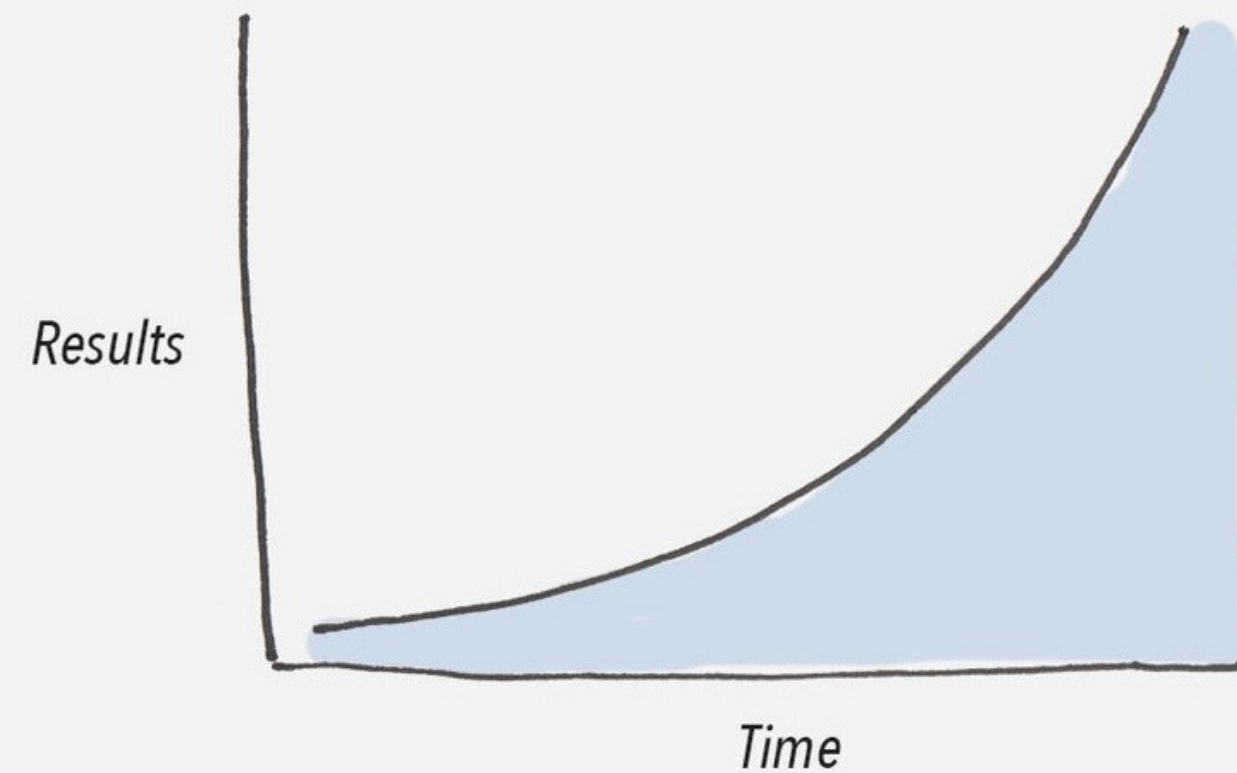
2 Types of Growth

Incremental Vs. Exponential



CEO Focus: Incremental Growth

Improvements come slowly in the beginning, but your gains increase rapidly over time.



Incremental Growth



Discipline & Consistency

- **Marginal gains** are small incremental improvements in any area adding up to a significant improvement when they are all added together.
- Slow and Steady Wins the Race
- Focus on Incremental Growth versus Exponential Growth
- Do the same thing consistently for a period of time to receive results (take action every day)
- **Process:** Idea - Strategy - Implement - Test - Feedback - Modifications - Repeat - Stay Consistent

How to Develop Powerful CEO Habits

5-Steps to Developing A Habit



- 1 Step #1.- Get a vision:** Who do you need to become & how does this new version of you need to behave?
- 2 Step #2. - Develop meaning:** What is your why, and motivation for changing?
- 3 Step #3. - Environment:** Create your environment to eliminate excuses and barriers to achieve your goal.
- 4 Step #4 - Routine:** Establish a consistent routine.
- 5 Step #5 - Accountability:** Track your progress daily.



just

breathe

*“Successful people are simply those
with successful habits.”*

-Brian Tracy

Recap

01

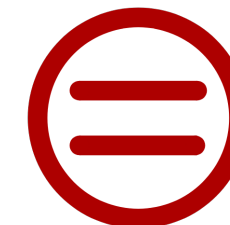
CEO Success
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Urban League of
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Q&A