



# The CEO Initiative™ The First 30 Days™

**Congratulations.** You've just been hired as the **CEO** of the most important organization you'll ever lead. **Your life.**

- Again, congratulations...
- Executive Employment Agreement
- Welcome, Chief Executive Candidate

Signature \_\_\_\_\_ Start Date: \_\_\_\_\_

## Welcome, Chief Executive Candidate

**30Days. 30Missions. One New Way of Operating.**

## Every Mission Includes

- What Happens Tomorrow Morning?
- Tomorrow your first CEO Brief--#001 will arrive.
- You'll have one Mission.
- One experiment.
- One opportunity to produce Proof of Work.
- Your performance determines your progress.

## Campaign Structure

- **Week 1:** Who's Really in Charge?
- **Week 2:** Why Do You Keep Breaking Promises to Yourself?
- **Week 3:** What Kind of Culture Lives Inside You?
- **Week 4:** What Evidence Proves You've Changed?

## Your Promotion Path

**Every completed mission strengthens the executive capacities required for promotion.**

Operator

↓

Strategist

↓

Manager

↓

Director

↓

Executive

↓

Chief Executive

## Closing Vision

The goal is not to finish a 30-day challenge. The goal is to begin operating like the CEO of your own life. Every completed mission becomes evidence. Every piece of evidence shapes identity.

\*\*\*Miss three consecutive missions and your company begins to drift. Not as a punishment.  
As a reflection of reality.

The Business of Me doesn't stop operating because the CEO took a few days off.