



CEO MASTERY

Doing the Right Things Right

If you're reading this you're probably the CEO or President of a 3 to 30 employee business and you want to **feel more in control** and **produce better results** in **less time** and **with less stress**. You know it's possible. You see other CEOs do it.

But how?

Well actually it's not that hard. **It just takes doing the right things right.** Sound simplistic? Maybe. But it's true. And you can do it too. We say that with confidence because for decades we've been teaching "regular" CEOs to run their business like a pro.

A business is a combination of six fundamental, interconnected, systems. We call it **The Big6**. Respect each one, do what's right, and your company "magically" takes off. It's the only way to get from small to big, from struggling to flying, from also-ran to leading the pack. Look at larger companies and you'll see this is exactly what they do.

1. **Right People:** The right organizational design with the right people in the right seats, with the right values doing things right and getting better every day.
2. **Right Strategy:** No more small fish in a big pond. That's just too hard. Find a niche where competition is light and your company stands out.
3. **Right Information:** Your business wants to talk to you, to tell you everything you need to know. Give it a voice. Generate the right numbers at the right time.
4. **Right Plans:** Strategy is your north star. Plans, broad to detailed, aligned with the strategy, provide everyday guidance and accountability. No plans, no success.
5. **Right Meetings:** Coordinate, collaborate, problem solve, create, innovate. Get people together in laser focused meetings to keep your company humming.
6. **Right Ways:** Unclear, changing ways of doing things within and across departments keep your company stuck in mediocrity. Make your ways repeatable and teachable.

If this makes sense to you and you want to explore more, **book a [strategy session](#)** so we can talk about your business and how the Big6 can help, and/or **dig into our more extensive [Big6 Guide](#).**