

## Think

- I don't know what I don't know
- I rely on what I know - efficiency, process, lean
- I need strong people around me
- I CAN do this! (Can I do this?)
- I DON'T have strong people around me - MUST get them - how do I get them?

## Feel

- I've finally arrived!
- High-pressure
- Learning curve
- Success!
- Cannot fail!
- MUST deliver growth
- Apprehensive
- Overwhelmed but thriving
- Reactive/behind

## Hear

- "We trust you... mostly"
- Make smart money decisions
- You will grow the company
- HUGE expectations
- Team is unclear, questions, fear of change
- Praise from family and friends

## Will

Male, white, 48 years old  
Married with kids  
Lives on the east coast  
Master's degree  
CEO (recently promoted)  
Income: \$200K+  
Vistage member

## See

- Team confusion and push back
- Team doesn't see how future applies to them
- Team is excited but nervous
- Gaps
- Struggling to see strengths

## Say

- I have to have the BEST people
- Pressure is a privilege
- Kind and warm speak
- I WANT to be a great leader
- I care about my people

## Do

- Checks on finances twice a day
- Personally motivated
- Sledding/skiing
- Outdoor recreation
- Family life
- Hunter - has dogs
- Self-assured and humble
- Takes on too many things - not delegating
- Charming
- Leadership presence/confident

## Pains

- Need good people and I don't have them now
- Need to replace people
- How do I find good people?
- Needs recruiting help externally
- Needs to be smart with money

## Gains

- Process, team, and tools that are ready now and scalable
- Saves time
- Get results: candidates and hires
- Partner who will take care of him, the team, and be accountable to deliver
- Economic and predictable cost