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## Core Competencies of the CEO

1. Establishing and maintaining company vision, direction, and guiding principles.
2. Being responsible for strategic initiatives and alliances with appropriate identification, planning, and critical thinking.
3. Effectively delegating to next layer of management or appropriate employees.
4. Creating and maintaining desired culture and environment.
5. Ensuring short-term cash flow and long-term profitability.
6. Developing a team to achieve objectives.
7. Developing the people who report directly to you.
8. Looking at and supporting one's self.
9. Serving as a role model for others in the company.
10. Managing time, including having fun; maintaining the right balance.
11. Ensuring continuity of company for next generation.
12. Keeping in touch with external trends that impact the business.
13. Presenting the company image to the community.
14. Ensuring long-term customer satisfaction.
15. Confronting problems as they arise.
16. Having a working knowledge of the core functions of the business.
17. Connecting with trade and other relevant associations through active participation.
18. Identifying and using resources such as specialists, consultants, etc.
19. Developing productive relationships with board (of advisers, directors, etc.).
20. Sensing the competition.

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