



## You Are The CEO Of Your Life – Develop The Leader Hidden In You

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By: Prafulla Pande

Phone: (248) 736-6612 ♦ Email: [ppande@pandeassociates.com](mailto:ppande@pandeassociates.com) ♦ Website: [www.pandeassociates.com](http://www.pandeassociates.com)

Have you ever thought of yourself as a CEO? If your answer is no, think again. Yes everyone is a CEO.

A Chief Executive Officer (CEO) is the highest ranking officer in an organization. This person has the ultimate authority, responsibility and accountability to deliver returns from the assets that exist within their organization. Their main duties are to articulate a vision and create strategies to achieve the vision.

Your life is an asset that you own and are fully responsible for. You have the ultimate responsibility to generate the maximum return from this asset. If you were to view your life as a business, you would conclude that YOU the CEO of YOUR life.

Good CEO's make their businesses prosper while others don't. They have a clear sense of direction. They know where they are, where they want to go and work hard at getting there. They don't compromise their values and work relentlessly to achieve their goals. They are great leaders.

Have you ever thought of yourself as a leader? Yes, everyone is a LEADER.

There is a leader hidden in all of us and a leader is hidden in you as well. Most of us don't let that leader in us come out because we are scared of the responsibility that puts on us. When you let that leader come out, it will make you a better CEO and help you get the most out of your life. Allow that leader come out.

Each one of us strives for a meaningful life. Some achieve it but many don't. Why? Because we get so wrapped into the day-to-day *urgencies of life*, that our bigger goal is never achieved and one day it's too late. After all, we all have only one life to live. *We must try to live it well, live it with purpose, make the most out of it.* If you run your life like a good CEO runs a successful business, you will achieve a meaningful life.

This BusinessMantra is all about you and your life. It is about that leader hidden in you. It will give a different awareness that could change the way you think about your life and give you some tools that can help you change your life if you choose to.

Good CEOs are great leaders and high achievers. They operate with courage, determination, will power and self-confidence. They are focused and don't waste time; fully accountable; accept full responsibility and never blame others. They strive for extraordinary performance to achieve

extraordinary results. They do this by clearly articulating their VISION; having a written PLAN; having a process to EXECUTE the plan. They have a set of metrics to track PROGRESS and make changes when necessary. They manage change.

A leader is someone who has the ability to motivate others to follow them willingly. According to Jim Collins, the author of *Built to Last* and *Good to Great*, a Level Five Leader is a person who

- Has unwavering resolve to do what must be done
- Sets up others for success
- Is fanatically driven to produce results
- Attributes success to others but failure to himself
- Displays compelling modesty
- Has personal humility and professional will

The great football legend Vince Lombardi once said “Leaders aren't born they are made. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve that goal, or any goal”.

It's your life. Do you know where you want to take it? *Not where it will end up but where you want to take it.* According to the famous author, Robert Byrne – “The purpose of life is a life of purpose”. How about yours? Do you know your purpose? Do you have long-term goals to achieve that purpose? How do you want to be remembered after your demise? If you don't know the answers to these questions, you are living day-by-day and you should accept whatever you get without blaming anyone except yourself.

The good news is that anyone can become a good CEO if they want to. You indeed have choice. If you want to become a good CEO, follow the following 5 Step methodology:

1. Discover Yourself. Identify your core values; areas of your passion and excellence; and your uniqueness.
2. Discover Your Purpose. Defining your life purpose is extremely difficult. Do the following exercise :
  - List the various activities that spark your imagination, inspire you, excite you and energize you. If the list is long, prioritize it and focus on the top three.
  - Repeat this exercise every three months. Compare it to the previous list and see whether the top three are different.
  - Keep repeating this exercise until top three in two successive lists are the same.
  - When you come to this point, you will be able describe your purpose using the top three.
3. Discover Your Big Hairy Audacious Goal (BHAG). Write down statement of where you would like your life to be in the long-term, say in 10 to 15 years. Your BHAG should be bigger than something you ever imagined and the thought of achieving it should give you incredible excitement. It should be extremely challenging.

4. Build Your Life's Business Plan. Major elements of your life's business plan:
  - Write down your Drivers: Identify your Core values; Strengths; Weakness; Excellence; Passion; Uniqueness
  - Identify your Team: Identify 3 to 4 people who have serious interest in your success and will act as your team of advisors.
  - Determine Goals: Write down your goals for Life and 5, 3 and 1 years from now. Prioritize your lists and write down the top five in each timeframe.
  - Set you Metrics: This is important for without a yardstick to measure progress, you will not execute your plan well.
  
5. Execute Your Life's Business Plan. Planning without execution is hallucination. The key to execution is building good habits and have rigorous follow through. Establish your daily priorities and always work on your #1. When you work on your most important thing all the time, spectacular things happen.

Bring it all together: Great CEOs know who they are; know where they want to go; have a plan that will get them there; have habits that insure the plan is executed; measure progress as they go and have a role model they emulate

Apply All This To Your Life and become the CEO and the leader of your life.

- Know what your core values are
- Know what your life's goals are
- Make a plan that will get you there
- Form habits that will insure your plan is executed
- Measure progress as you go
- Have a role model, someone you want to become like

According to Sir Winston Churchill – “The price of greatness is responsibility.” Take Responsibility For Your Life. Run It Like A Good CEO Runs His Business. Allow The Leader In You To Come Out and Make Good Things Happen For Yourself.

Watch an interview with Prafulla Pande on <http://tv.factor77.com> and look for “You Are The CEO Of Your Life – Develop The Leader Hidden In You.”