**Key Executive Self-Assessment Areas**

**Six Basic Functions of the 21st Century Key Executive:**

1. **Co-strategist** - The CEO sets the future direction of your company, but he or she needs your input in order to craft the appropriate strategy.
2. **Team leader** – force yourself to stretch beyond your technical role into the area of leadership.
3. **Local Expert** – Become an expert in your functional area.
4. **Champion of Change** – Drive positive change throughout the organization.
5. **Role Model** – Walk the talk.
6. **Student** – Make a firm commitment to your on-going personal and professional development.

**Nine Critical Areas Where Key Executive Can Support the CEO**

1. **Survival** – help navigate trouble.
2. **Make the deals** – help ensure good deals are made and that they are implemented successfully.
3. **Find and navigate the river of cash** – help ensure focus on products and services that actually generate ongoing revenue streams.
4. **Discover the secret of the business and use it** – know and tap into the secret of the company.
5. **Bear debt and allocate profit** – know the key numbers and make sound financial recommendations/decisions
6. **Apply the rule of entrepreneurs and managers** – allow the CEO to do a few things well (focus) while you help pick up the slack on everything else
7. **Build a society and define the season** – proactively help build the culture
8. **Acquire and exercise vision** – have a vision for your area and align it with the CEOs vision
9. **Live a life** – make sure you have enough balance to function well

**How to Add Value as a Key Executive**

1. Manage your time effectively
2. Cultivate the discipline of self-review
3. Be a strong advocate for your function/area of expertise
4. Be a strong team player
5. Manage the relationship with your CEO