



The Business GPA

Seven Things Every Small Business Should Accomplish

- 1. Generate business from new customers***
- 2. Maximize revenues from existing customers***
- 3. Manage operations effectively to maximize the bottom line***
- 4. Consistently meet and then exceed customer product/service expectations***
- 5. Create a work environment that attracts and retains talent***
- 6. Foster an environment of innovation and continuous improvement in all aspects of the business***
- 7. Manage business risk proactively***



Roles of A CEO/Business Owner

Roles That Will Never Change:

- ***Chief Strategy Officer***
- ***Chief Sales/Revenue Officer (you will never fully give this up)***
- ***Chief Team Builder***
- ***Chief Accountability Officer***
- ***Chief Culture Officer***
- ***Chief Coach/Mentor***

Additional Roles That Eventually End Up Being Filled By Others (rent, buy, or build this capacity):

- ***Chief Financial Officer***
- ***Chief Operations Officer***
- ***Chief Marketing Officer***
- ***Chief People Officer***
- ***Chief Innovation Officer***
- ***Chief Technology Officer***
- ***Chief Legal Counsel***