

CEO LEADERSHIP

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The ULTIMATE CEO responsibility

- To build a company that will be competitively sustainable to next generation.
- To judge if a CEO is a great leader, don't look at him alone but also look at his successor.

There are 2 types of leadership

- Position Leadership: People follow a leader because the leader has position that can give benefit or harm them.
- Permission Leadership: People follow a leader even if the leader doesn't hold any position at all.

3 Styles of Permission Leadership

- Production Leader: People follow a non-position leader because they get more benefit.
- People Development Leader: People follow a non-position leader because they become better in some area.
- Personhood Leader: People follow a non-position leader because they grow as a human being (whole person).

Technical Skill

- What are your background? engineer, economic, finance, accounting, advertising, IT, HR, etc.
- They are technical knowledge. You learned them from school and University.
- Unfortunately, the majority of people who are good in technical knowledge are...**employee**.
- Is Bill Gates the best programmer, or the best IT, or the best Finance in Microsoft?
- Is Taksin the best IT in Shin Corp?
- But why are them the great leader....why the rest who have better technical skill are their employee?

Mastery Skill

- There is another kind of knowledge that make people wealthy, successful, happy, and become a great leader. Bill Gates and Taksin both have this knowledge.
- And there is no formal education for this knowledge.
- We call it **MASTERY QUOTIENT (Boss skill)**
- **Do you want to know more about it?**
- Mastery Quotient
 - Mastery Mindset: Beliefs and Values
 - Mastery Skills: visionary, leadership, motivation, influence, communication, coaching, counseling, PR, EQ, behavioral changing, etc.

Mastery Skill

- There is no failure, only feedback. Keep changing strategies until you get what you want
- Everything happens for reasons and the reasons always support me.
- The difference between the greatest and the mediocre is the greatest take massive actions, the mediocre procrastinate

Knowledge: Mastery Mindset

- Mastery Mindset
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THE SUPERIOR CEO A PROFILE

Our study of scores of CEOs, successful and otherwise, yields eight qualities that characterize the champs

❖ **Integrity, maturity and energy**

The foundation on which everything else is built

❖ **Business acumen**

A deep understanding of the business and a strong profit orientation – an almost instinctive feel for how the company makes money

❖ **People acumen**

Judging, leading teams, growing and coaching people, cutting losses where necessary

❖ **Organizational acumen**

Engendering trust, sharing information, and listening expertly, diagnosing whether the organization is performing at full potential, delivering on commitments, changing not just running the business, being decisive and incisive

❖ **Curiosity, intellectual capacity, and a global mindset**

Being externally oriented and hungry for knowledge of the world, adept at connecting developments and spotting patterns

❖ **Superior judgment**

❖ **An insatiable appetite for accomplishment and results**

❖ **Powerful motivation to grow and convert learning into practice**

LESSONS FROM THE TOP -by Thomas J.Neff & James M. Citrin

<u>Implementation Philosophies</u>	<u>CEO</u>	<u>COMPANY</u>
1) You've got to have guts to make a decision	Mike Armstrong	AT&T
2) Leading by example	Carol Bartz	Autodesk
3) You don't want to be a manager. You want to be a leader	Bob Eaton	DaimlerChrysler
4) What you are striving for is magic, not perfection	Michael Eisner	Walt Disney
5) The boss must be in charge of training	Andy Grove	Intel
6) Keeping everything in balance	Martha Ingram	Ingram Industries
7) Culture is your number one priority	Herb Kelleher	Southwest Airlines
8) We have to keep earning the trust of our customers	Bill Kerr	Meredith
9) Keep it simple	Chuck Knight	Emerson Electric
10) Edicts don't work	Ralph Larsen	Johnson & Johnson
11) You've got to do what you do well	Lou Noto	Mobil
12) Sharing success	Howard Schultz	Starbucks
13) If people feel valued, you have a much stronger company	Walter Shipley	Chase Manhattan
14) Drive	Alex Trotman	Ford Motor Co.
15) There's only one question to ask : What's best for the customer	Dan Rully & David Komansky	Merrill Lynch
16) I don't think anyone understands the value of informal	Jack Welch	GE
17) Focus	Al Zeien	Gillette

(A Leader is someone who can take a group of People to the place They don't think they can go.)