

ALL CEOS HAVE FIVE TASKS:

Define the Business Recruit the Team
Arrange Financing Set the Culture
Shape the Product Strategy

*So what sets an excellent CEO
apart from a merely good one?
In our experience, it's the...*

11 traits of a successful CEO in an early-stage company

1. Judgment needed to make tough calls in novel, complex situations with no roadmap
2. Ability to define the business strategy beyond the original product concept and capture the support of internal and external audiences for that strategy
3. Ability to recruit a high quality team
4. Understanding of how markets work: what products to make, how to get them to customers, and how to get customers to buy them
5. Ability to establish a value set and a culture that promotes desired results
6. Capacity to manage talented people effectively and generate high levels of performance from them
7. Consistent focus on the few critical variables that make the business work
8. Constant attention to the critical importance of cash
9. Strong intellect, coupled with pragmatism and pure common sense
10. Built-in, unrelenting drive to succeed
11. Magnetic personal style that motivates people throughout the company

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