

7 STEPS . . . How To Think Like A Ceo

Since the beginning of the pandemic crisis, much in our lives, both personal and business or professional, has changed. While cleaning some files, I found this article, author unknown, that I had taken from the Swift Current Chamber of Commerce website a few years ago. This is a condensed version.

As Henry Ford said, "Whether you think you can or think you can't, you're right!" Now seems to be the right time to begin taking those steps to think as a CEO.

As a business owner, you should be working "on" the business, not so much "in" the business. You should be focusing on your company's purpose, directions, strategy, structure, systems, people, goals and accountability processes.

Your goal as owner is to design and shape a business that serves you and works independently from you - a business that is systems-dependent and not owner-dependent. You must function as a leader instead of as a doer. As a leader, you need to be more strategic, long-term focused and less tactical/technical, day-to-day fixated. If you don't focus on the entire business, no one else will. It will just drift or run aground. So how do you stop thinking and acting like an employee or technician?

**Here are seven steps
to consider seriously:**

1. First, you should change the metaphor in your head for what it means to be an owner. Regardless of the size of your business, start viewing yourself as a Chief Executive Officer (CEO), not an employee. See yourself as the head coach/director/conductor/facilitator or captain.

2. Start referring to yourself as CEO. Using the term CEO will force you to see your company as an entity above and beyond yourself, as a separate and valuable asset that needs to be professionally managed and optimized.

3. Consider that as CEO, you get paid at least the

equivalent of \$200 an hour to professionally manage your business. Ask yourself before you touch any task, "Would a CEO do this? Or ask, "Is this task worth me doing at a cost of \$200 an hour?" Don't spend a dollar's worth of time on a dime decision or task. Learn to delegate often.

4. As a CEO, you should be willing to give up the urgent, less important, low-value tasks you routinely handle. Your job as CEO is to design/re-design and grow the business; your managers' main job is to improve the business; and your employees' various jobs are to operate the business. Here are a few more suggestions:

- No longer major in minor things! Don't let yourself get distracted by irrelevant, insignificant "stuff".
- Don't let the urgent control your life. Put your cell phone away more often. Don't be a slave to email.
- Eliminate or delegate the 80% of your activities that produce so little impact for your business.
- Quit trying to manage details and start managing your people. Guide their focus and priorities but let them do the work.

5. Schedule time to think and plan. You must think deeply about important, strategic matters. Make time to get away from the day-to-day distractions.

6. On a daily basis, reserve the vast bulk of the day to tackle your top 3 priorities. Selfishly guard your time and focus.

7. Whatever your technical expertise, consider hiring someone else to handle such technical and tactical works so that you can escape the stranglehold.

*To read the entire article,
visit the Chamber's website*

www.yorktonchamber.com

or LinkedIn page.



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Municipal Governance 101

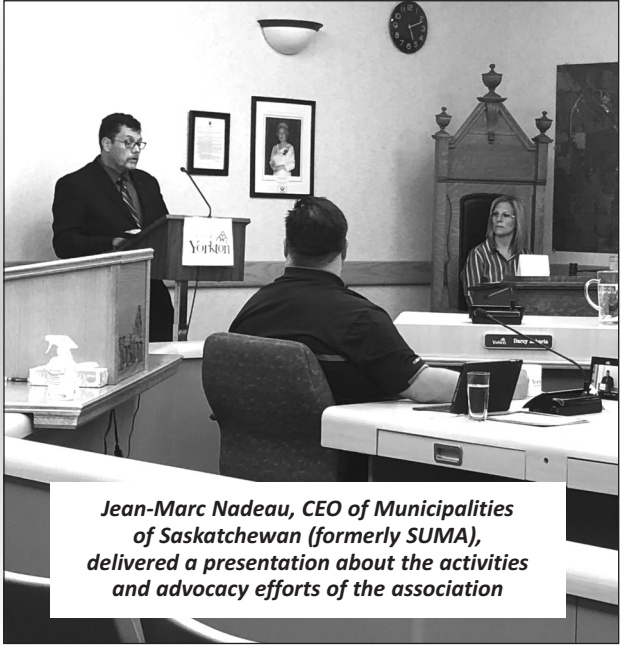
MUNICIPAL ELECTIONS ARE SCHEDULED FOR NOVEMBER 9

Have you thought about running for municipal council?

Municipalities of Saskatchewan (formerly SUMA), the association that represents Saskatchewan's hometowns, including Yorkton, is offering **Municipal Governance 101**, free, virtual sessions, on September 1 & 8 to anyone interested in learning more about being on municipal council in a city.

In the first session, learn about the role of council, what your responsibilities are as a councillor, and more. The second session is a virtual city hall where you can ask your municipal governance question.

Visit www.munisask.ca/events to learn more and to register.



Jean-Marc Nadeau, CEO of Municipalities of Saskatchewan (formerly SUMA), delivered a presentation about the activities and advocacy efforts of the association

Upcoming Dates

- Sept 21 - Nominations open for Municipal Elections
- Oct 7 - Celebrate Success Business Awards
- Oct 7 - 4:00 PM Nominations for Municipal Elections close
- Oct 14 - All Candidates' Forum - Provincial
- Oct 15 - Nominations open for Chamber Board
- Oct 28 - All Candidates' Forum - Municipal
- Oct 29 - Noon Nominations for Chamber Board close

YQV Important To The City



Chamber Director Carol Yaholnitsky, as co-owner of Good Spirit Air Service and Miccar Aerial, gives one of their charter planes a final sanitizing before the plane leaves for another flight. The Yorkton Airport (YQV) continues to be a vital contributor to the local economy. Between August 1, 2019 and July 31, 2020, the Airport saw 3,295 Arrivals and 3,257 Departures. There are 6 businesses located at the Airport.



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Celebrate Success October 7th



Albert Einstein said, "In the midst of every crisis, lies great opportunity."

The pandemic crisis prevented the Chamber from holding its Celebrate Success Business Awards in March - and in June. Now we're taking the opportunity to hold them October 7. And while we will hold the Awards presentation at St. Mary's Ukrainian Cultural Centre, we will take advantage of the

opportunity to hold them virtual. We're still working out some of the details but we do know that we will give each Finalist and Award presenter the opportunity to attend in-person for the presentation of their respective Awards.

And everyone else will have the opportunity to watch the livestream of the event in the comfort of their homes or offices. More details to follow in the next couple of weeks.

Thank You Celebrate Sponsors!!

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Bill Fofonoff once again sold all the sign spaces on the Chamber's Sign Board! The Sign Board, located just south of the Visitor Information Centre, is a great way to advertise your business 24/7. Thanks Bill for ensuring our visitors are aware of these businesses and our Sign Board is full!

Did You Know?

- According to a study commissioned by the SJHL in 2019, the financial benefit of having the **Yorkton Terriers Junior A Hockey team in Yorkton was over \$1.4M** - this is money spent or created by the team in the city
- The Canadian Chamber of Commerce has established the Council for Women's Advocacy (CWA). The CWA has just published 5 recommendations to support women, foster inclusive recovery and sustained economic growth. To learn more, visit chamber.ca
- At cbrn.ca, the **Canadian Business Resiliency Network**, of which the Canadian Chamber is a member, has put together a number of resources including the Business Reopening Toolkit; Tips and Advice; Financial Support; and Roadmap to Recovery.

Member First Referrals - August 2020

**LNx Hosting • Wireless Age • Giant Tiger • The Cooperators
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