



# Aligned Action: The Key to CEO Effectiveness

*Ron Wilder*

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## **Aligned Action: The Key to CEO Effectiveness** Ron Wilder

Aligned Action: The Key to CEO Effectiveness focuses on the critical question that each CEO must wrestle with as a company grows and changes: What should I be working on right now? Based on Ron Wilder's fifteen years of experience working closely with CEOs in a wide range of industries, this book is an essential resource and field guide for every CEO. Through the book, you will learn: Where to focus your work as CEO by applying a holistic framework for diagnosing the root causes of performance in your business. How to create aligned action such that each individual in your company is working on the right things in the right way to support the goals of the company. How to grow as a CEO in your ability to engage expertise --- and how this skillset is critical to creating and sustaining growth in sales and profitability. Short and to the point, Aligned Action: The Key to CEO Effectiveness immediately illuminates where you should focus your time and energy as CEO. As your company grows, you'll consult this book frequently to guide your work and determine where to focus right now.

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