



THE CEO'S JOB DESCRIPTION

DEVELOPING
ORGANIZATIONAL STRUCTURE
SEPTEMBER 2017

DEAR CEO/FOUNDER,

Creating structure is one of the pillars of building a successful and sustainable business.

That being said, many business owners still struggle with what structure exactly means. Simply put, structure refers to the, organization, systems, processes and procedures you put in place to ensure a smooth and consistent operation.

As part of creating organization, you will have to delegate tasks to your team members. The effective tool for doing this is a job description document.

As with so many others in life, it is easier to tell others what to do and hold them accountable. But what about yourself? Do you know what to do, how do you measure your performance? This guide will help you with that.

The CEO has three major tasks:

- 1. To create the vision**
- 2. Direct operations**
- 3. Generate new business**

Creating the Vision: This involves looking at the future of your company. Answer the following questions to help you carve out your vision.

- Who are we and why do we exist?
- What is the main problem we solve?
- Who do we solve the problem for and how do we solve it?
- How will we know if we are doing it right?
- How big do we want to become?
- How much money should we be making?
- What type of organization should we be?
- What do we need to do to live forever?

Directing Operations: This involves managing the day to day operations and ensuring compliance to your stated objectives. Ask yourself:

- What are our goals and objectives for this period?
- How will we measure our performance?
- What can we do better and faster?
- What are our customers/clients happy or sad about?
- Do our employees love their jobs?
- How can we keep our best hands?
- What tools and technologies can we use to make our operations more efficient.
- What is our greatest strength? How can we maximize it?
- What is our greatest weakness? How can we improve on it?

Generating New Business: A continuous stream of clients is the lifeblood of any business. As a CEO, you provide overall direction for marketing and sales. Ask yourself:

- Who is our ideal client?
- Where can we find him or her?
- What is the best avenue to reach them?
- How do we sell to them?
- What are we doing better than our competitors?
- What strategic partnerships do we need now and in the future
- What new products or services should we create?
- How do we make sure our customers stay happy and keep doing business with us?

Now that you have finished answering these questions, you can use your notes to create a comprehensive task list that should look something like this-

Sample Job description of a CEO

- Communicate the vision of the company to all staff and stakeholders
- Develop high level strategy plans for the company
- Identify and build strategic partnerships
- Oversee business operations and activities
- Enforce compliance to company policies and standards
- Review financial and non financial reports
- Conceptualize new product and service offerings
- Spearhead the sales and business development
- Lead, direct and evaluate team performance
- Stay abreast of industry, social and political happenings
- Promote and represent the brand

I hope this was helpful to you. If you have any questions or require more detailed help, send me an email:

marieanneatim@owensxley.com.