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# IDEABRIDGE



The IdeaBridge White Paper Series:  
The 15-Step Action Plan  
For New CEOs

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## THE 15-STEP ACTION PLAN FOR NEW CEOs

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### Summary

New CEOs are given the benefit of a honeymoon period that will last anywhere from two weeks to six months. However, the tone of your leadership must be set early on. The First 100 Days are absolutely critical. The list that follows is not in priority order, as every leadership challenge is different. However, the following 15 items are non-negotiable; they must be tackled within the first 100 days:

1. Evaluate the existing management team. Figure out who's on your team and those who are desperately clinging to the past.
2. Limit the focus and scope of your first initiatives to just 3-5 major strategic goals.
3. Build coalitions supportive of your change initiatives; this is an absolute must.
4. Determine how the new management structure will be organized.
5. At all times, appear calm, cool and collected, but you must be decisive.
6. Communicate at every possible opportunity about your goals, objectives and initiatives.
7. Energize, motivate and inspire the team at every opportunity. You must build momentum.
8. Build a sense of urgency to quickly create momentum; get some early wins!
9. Learn the existing business; review existing plans and budgets. Get to know the numbers early on. Study the key financial issues and determine what needs to be done.
10. Determine the direction and vision of the company; ensure that others will support it.
11. Create some contingency plans for personnel; people are sure to leave.
12. Get a crystal-clear understanding of exactly what the Board expects of you.
13. Determine the best way to execute the plans for your key initiatives.
14. Get out of your office and be visible. Meet customers, employees, and suppliers.
15. Conduct training sessions and speeches about how you prefer to do business, including:
  - Your Leadership Style
  - Your Business Philosophy and Business Standards
  - How you prefer to do business and what constitutes unacceptable behavior
  - Your Sales Philosophy and expectations for results
  - Your Performance Guidelines and Expectations
  - Your Cost Control Philosophy
  - The Working Environment you expect to create
  - How you are open to ideas from anyone, anywhere at anytime