

“You have to persevere to turn a vision into a reality. You have to have a passion for inspiring other people, whether it’s your employees, your customers or investors. And the reward is seeing the impact your company can have on people.”  
- Matt Blumberg

**The Role of a CEO:** The CEO has three critical responsibilities: build a good strategy, a good team and good execution.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you’ve learned from this module?

## Questions for you, the entrepreneur

1. Can I communicate my vision for the company in a succinct paragraph?
2. Am I being strategic about my first hires or co-founders? Are they bringing skills I don't possess?
3. Where are the skills and personnel gaps in my team?
4. Around what goals am I centering the company? Is everyone on my team aware of these goals and how they contribute to them?
5. How do my employees or teammates tell the story of our company?
6. How much time do I spend with actual customers and potential prospects?
7. In what part of the business do I spend most of my time? Is this the most efficient way to use my time? What areas need more of my attention?

## Questions for your team

1. Is everyone on the team aware of the goals the CEO has set and how each member contributes to them?
2. In what part of the business does the CEO spend the most time? Are there other areas that need more of his or her input?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>