



# FOCAL POINT |

# 100

Concerns of the

Chief Executive  
Officer **CEO**



helpful, proven  
**operational &  
organizational**  
support elements

Turning Organizational Energy Into  
Results That Matter

**1**

## Customer Development

Delivering exceptional customer experiences, building customer loyalty, and uncovering new markets are critical for driving growth and maintaining a competitive edge in today's customer-centric environment.

### Support Elements

- Revenue Growth Strategies
- Lead-to-Revenue Management (L2RM) Modeling
- Customer Trend Dashboards
- Customer Experience (CX) | Customer Journey Mapping | Voice of the Customer Programs
- Customer Rewards Programs
- Company Reputation Analysis



## 2

# Talent Acquisition and Retention

Finding and retaining skilled employees is often a top concern for CEOs, particularly in industries facing talent shortages or rapid technological change.

### Support Elements

- Talent Management Programs
- Operational Playbooks
- Multimedia Learning and Skills Development Platforms
- Organizational Change and Culture Assessment
- Employee Engagement Process
- Continuous Improvement Teams
- Knowledge Management System

 3

## Financial Management

Growing revenue, controlling operating costs, and accelerating cash flow are ongoing priorities for CEOs, who must balance efficiency and safety with strategic investments to support revenue growth and innovation.



### Support Elements

- Capacity Planning | S&OP
- Operational Levers Mapped to Financial Statements
- Data-Defined Cost Reduction
- Cash Conversion Cycle Acceleration
- Customer Acquisition Cost Containment
- EBITDA Contribution Models



# 4

## Supply Chain

Supporting the supply chain is crucial for CEOs, including ensuring timely delivery of raw materials, managing customer delivery times & service levels, and mitigating risks associated with disruptions (such as natural disasters or geopolitical events).

### Support Elements

- Risk Management Program
- Dashboards & Trend Analysis
- Strategic Sourcing and Supply Chain Professionalization
- Warehousing & Network Optimization
- Project Management Office
- Inventory Controls
- Digital Transformation

**5**

## Mergers & Acquisitions

CEOs play a key role in acquiring new brands, accretive capabilities, and intellectual property by investing in other companies or acquiring them outright and incorporating into the growing organization.

### Support Elements

- Trapped Value Analysis (TVA)
- Operational Due Diligence
- Joint Venture and Partnership Development
- Organizational Redesign
- New Products & Services Think Tanks
- New Org & Culture Assessment
- Acquisition Integration Playbook



6

## Climate Change and Sustainability

Sustainability and environmental issues are becoming increasingly important, with CEOs focusing on reducing carbon emissions, adopting renewable energy sources, and implementing sustainable business practices.

### Support Elements

- Energy Usage & Savings Analysis
- Transportation and Packaging Cuts
- Strategic Sourcing Programs
- Operational Playbooks
- Continuous Improvement Teams
- Project Management Office
- Engineering Optimization
- Workflow and Layout Optimization



7

## Digital Transformation

CEOs understand adapting to digital transformation and keeping pace with technological advancements is crucial for staying competitive in today's fast-changing business landscape.

### Support Elements

- Tech Analysis & User Surveys
- Dashboards & Trend Analysis
- Contractor Management
- Data Hierarchy Optimization
- Systems Integration
- Project Management Office
- Shared Services
- SDLC and Agile Management
- Tech Tool Procedures



8

## Strategic Vision

CEOs work with their executive teams, boards, and other stakeholders to set the path for future growth, employee development, and value creation.

### Support Elements

- Executive Alignment Sessions
- Project Management Office
- Pricing, Portfolio & SKU Strategy
- Precision Benchmarking
- Data Analytics & Decision Science Team
- New Products & Services / New Markets Development



9

## Political and Trade Uncertainty

CEOs must consider political instability, trade disputes, and changes in government policies that could impact their businesses, supply chains, and customer base.

### Support Elements

- Operational & Organizational Risk Assessment
- Environmental, Social, and Governance (ESG) Team
- Continuous Improvement Teams
- Project Management Office
- Internal & External Benchmarking
- Data Analytics & Decision Science Team



10

## Economic Uncertainty

CEOs are typically concerned about fluctuations in macroeconomic factors like inflation, interest rates, and geopolitical tensions impacting consumer confidence and business investments.

### Support Elements

- Voice of the Customer Programs
- Customer & Supplier Surveys
- Contractor Management
- Dashboards & Trend Analysis
- Data Analytics & Decision Science Team
- Accounts Receivable Trends
- OPEX and CAPEX Cost Containment Levers