

A photograph of a forest path with tall trees and green foliage. The path is a narrow dirt trail that leads into the distance, flanked by tall, thin trees with reddish-brown bark. The ground is covered in green grass and small plants. The lighting is soft, suggesting a misty or overcast day.

You Are the CEO of Your Life

Chris Hitch, Ph.D.

Adjunct Professor, NC State University | Poole College of Management

You=High Striver

Work
Family
Child Care
Elder Care
Layoffs
Work/Life Balance

A photograph of a person standing on a grassy hillside, balancing a large, heavy, brown rock on their back. The rock is labeled with the word "WORRIES" in white capital letters. The background shows a clear blue sky with scattered white clouds and a distant mountain range.

WORRIES

CREDIT: Getty Images



CREDITS: Field photo by [Matthew Valentino on Unsplash](#) | Shrek character by [Fandom.com](#)



NORTH CAROLINA
PRINCIPAL FELLOWS PROGRAM
University of North Carolina General Administration



ASSISTANT SECRETARY OF THE NAVY
Research, Development & Acquisition



SOFAAT&L
Special Operations Forces Acquisition, Technology & Logistics



NC STATE UNIVERSITY
POOLE COLLEGE OF MANAGEMENT



UNC
KENAN-FLAGLER BUSINESS SCHOOL
Executive Development

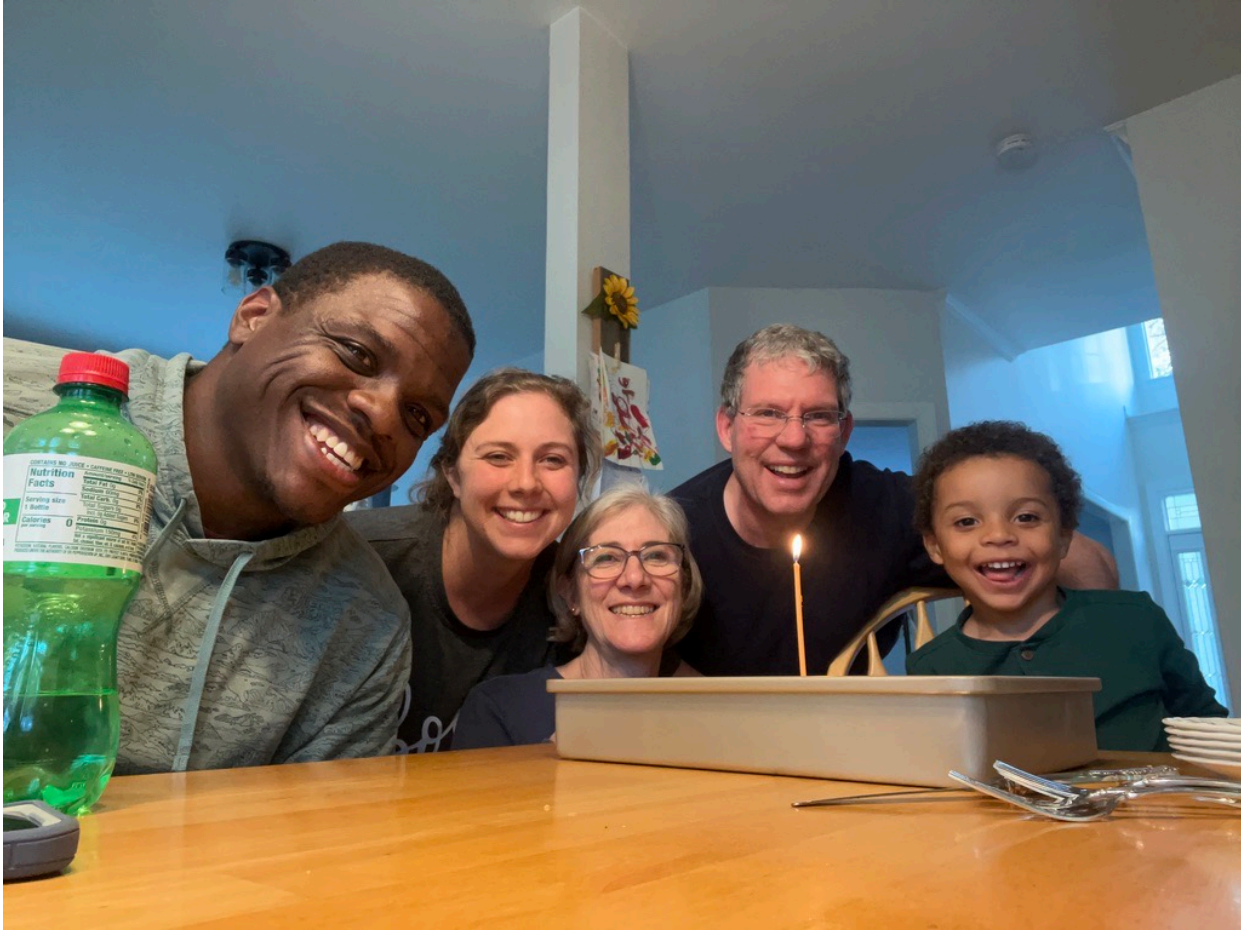


Global Knowledge
Experts Teaching Experts



NAVY FEDERAL Credit Union
ARMY MARINE CORPS NAVY AIR FORCE COAST GUARD VETERANS

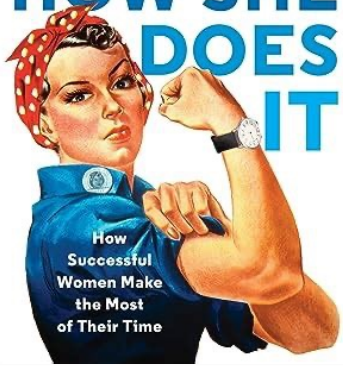




LAURA VANDERKAM

Author of *What the Most Successful People Do Before Breakfast*

I KNOW HOW SHE DOES IT



How Successful Women Make the Most of Their Time

"A new way to look at success that can transform your life."
—DANIEL PINK, author of *To Sell Is Human and Drive*

Springboard

Launching Your Personal Search for SUCCESS



800-CEO-READ
BEST BUSINESS BOOK OF THE YEAR

G. Richard Shell

Award-Winning Author and Creator of the Wharton School's "Success Course"

REVISED AND UPDATED

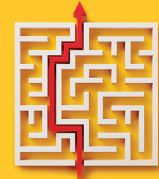
HOW WILL YOU MEASURE YOUR LIFE?

Finding Fulfilment Using Lessons From Some of the World's Greatest Businesses

CLAYTON M. CHRISTENSEN

JAMES ALLWORTH & KAREN DILLON

SEEING AROUND CORNERS



HOW TO SPOT INFLECTION POINTS IN BUSINESS BEFORE THEY HAPPEN

Rita McGrath

Author of the bestseller *The End of Competitive Advantage*

Arthur C. Brooks
NEW YORK TIMES Bestselling Author

From Strength to Strength

FINDING SUCCESS, HAPPINESS AND DEEP PURPOSE IN THE SECOND HALF OF LIFE

A long-exposure photograph of a starry night sky, showing circular star trails. A hand is visible in the foreground, with the index finger pointing towards the center of the star trails. The text 'ASSESS: Pulling Toward Your Polaris' is overlaid at the top, and 'DATA' is written vertically in the center.

ASSESS: Pulling Toward Your Polaris

D
A
T
A

Image Credit: NASA.gov

D.A.T.A.

- 4-5 Critical Events & People
- Julia Child
- $V > n$
- Crucibles
- Temperament
- Assets (VRINS)



CREDIT: Unsplash.com



Leader Lab: What are my top values and how do I define them ?

<i>Accountability</i>	<i>Efficiency</i>	<i>Humor</i>	<i>Prestige</i>
<i>Achievement</i>	<i>Empathy</i>	<i>Independence</i>	<i>Pro-Active</i>
<i>Adaptability</i>	<i>Endurance</i>	<i>Influence</i>	<i>Productivity</i>
<i>Adventure</i>	<i>Equality</i>	<i>Initiative</i>	<i>Profitability</i>
<i>Affection</i>	<i>Excellence</i>	<i>Innovation</i>	<i>Prosperity</i>
<i>Authenticity</i>	<i>Excitement</i>	<i>Integrity</i>	<i>Quality</i>
<i>Belonging</i>	<i>Expressiveness</i>	<i>Intelligence</i>	<i>Recognition</i>
<i>Caring</i>	<i>Fairness</i>	<i>Interdependence</i>	<i>Relationships</i>
<i>Clarity</i>	<i>Flexibility</i>	<i>Involvement</i>	<i>Resourcefulness</i>
<i>Cleverness</i>	<i>Freedom</i>	<i>Joy</i>	<i>Respect</i>
<i>Collaboration</i>	<i>Friendship</i>	<i>Justice</i>	<i>Responsibility</i>
<i>Commitment</i>	<i>Fulfillment</i>	<i>Learning</i>	<i>Responsiveness</i>
<i>Community</i>	<i>Fun</i>	<i>Loyalty</i>	<i>Security</i>
<i>Compassion</i>	<i>Generosity</i>	<i>Mindfulness</i>	<i>Service</i>
<i>Competitiveness</i>	<i>Growth</i>	<i>Obedience</i>	<i>Simplicity</i>
<i>Control</i>	<i>Happiness</i>	<i>Openness</i>	<i>Sincerity</i>
<i>Cooperation</i>	<i>Hard work</i>	<i>Order</i>	<i>Solitude</i>
<i>Courtesy</i>	<i>Harmony</i>	<i>Originality</i>	<i>Success</i>
<i>Creativity</i>	<i>Helpfulness</i>	<i>Passion</i>	<i>Synergy</i>
<i>Curiosity</i>	<i>Honesty</i>	<i>Patience</i>	<i>Teamwork</i>
<i>Dependability</i>	<i>Honor</i>	<i>Peace</i>	<i>Tradition</i>
<i>Diligence</i>	<i>Hope</i>	<i>Persistence</i>	<i>Trust</i>
<i>Discipline</i>	<i>Hospitality</i>	<i>Perspective</i>	<i>Vulnerability</i>
<i>Duty</i>	<i>Humble</i>	<i>Power</i>	<i>Wisdom</i>

1. Choose your top ten

2. You can substitute other values that are in your top ten.

WORK: TWE am I happy in my chosen career?

LOVE: TWE are my relationships with those I cherish an enduring source of happiness?

SELF: TWE am I engaging in activities that help me grow?

FUN: TWE am I engaging in enjoyable mental and physical activities?

SOCIAL: TWE am I connecting to others socially-both “deal friends” and “real friends”?

SPIRITUAL: TWE am I linking to transcendence?

Work		E	¼	½	¾	F
	Now					
	Want					
Love		E	¼	½	¾	F
	Now					
	Want					
Self		E	¼	½	¾	F
	Now					
	Want					
Fun		E	¼	½	¾	F
	Now					
	Want					
Social		E	¼	½	¾	F
	Now					
	Want					
Spiritual		E	¼	½	¾	F
	Now					
	Want					

Lines of Business and Goals

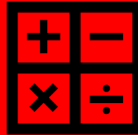
5 Year Personal Strategic Plan

1. GROW & DEEPEN HVCPs	<i>Overall Goal: Serves as a trusted advisor who help organizations grow their success in an ethical manner, then hire veterans.</i>
	Year 1-by 6/30/16 (57): Contracted for \$500K revenue (2-3 program weeks)
	Year 2 BY 6/30/17 (58): Deliver \$500K revenue plus contract for \$1mm revenue, totaling \$1.5MM revenue
	Year 3 BY 6/30/18 (59): Deliver \$1.5MM revenue, lose \$250K revenue plus contract for additional \$750K revenue, totaling \$2MM revenue. Act 2 scenario analysis
	Year 4: By 6/30/19-Deliver \$2MM in revenue, lose \$500K in revenue plus contract for additional \$750K in revenue, totaling \$2.5MM in revenue. Act 2 decision point
	Year 5: By 6/30/20 (61): Launched Act 2 based on Decision Point
2. DELIVER WOW	<i>Overall Goal: 4.7 overall score for programs and 4.8 or higher for every PM score throughout the year.</i>
	Year 1 BY 6/30/16: 4.7 overall and 4.8 PM
	Year 2 BY 6/30/17: Maintain 4.7 overall/4.8 PM
	Year 3 BY 6/30/18: Maintain 4.7 overall/4.8 PM
	Year 4 BY 6/30/19: Maintain 4.7 overall/4.8 PM
	Year 5 BY 6/30/20: Maintain 4.7 overall/4.8 PM
3. INCREASE NEW CLIENT AWARENESS-New qualified lead generation	<i>Overall Goal: Write and speak to spread awareness to HVCPs.</i>
	Year 1: By 6/30/16: 4 custom white papers, selected to speak at one <u>natl</u> conference, published in one trade <u>assn</u> , 12 blog posts on L2
	Year 2: By 6/30/17: 4 custom white papers, selected to speak at one <u>natl</u> conference, published in one trade <u>assn</u> , 24 blog posts on L2
	Year 3: By 6/30/18: 4 custom white papers, selected to speak at one <u>natl</u> conference, published in one trade <u>assn</u> , 36 blog posts on L2
	Year 4: By 6/30/19: 4 custom white papers, selected to speak at one <u>natl</u> conference, published in one trade <u>assn</u> , 24 blog posts on L2
	Year 5: By 6/30/20: 4 custom white papers, selected to speak at one <u>natl</u> conference, published in one trade <u>assn</u> , 48 blog posts on L2
4. LLL	<i>Overall Goal: Grow as caring husband and father to April, David, Sarah, Rachel and Pops to Leah Hitch</i>
	BY 6/30/16: 4 quarterly getaways, 8 visits to RND and SSG, one MMT with all (57-LH 0.3)
	BY 6/30/17: 4 quarterly getaways, 8 visits to RND and SSG, one MMT with all (58-LH 1.3)
	BY 6/30/18: 4 quarterly getaways, 8 visits to RND and SSG, one MMT with all (59-LH 2.3)
	BY 6/30/19: 4 quarterly getaways, 8 visits to RND and SSG, one MMT with all (60- LH 3.3)
	BY 6/30/20: 4 quarterly getaways, 8 visits to RND and SSG, one MMT with all (61- LH 4.3)
5. PBE	<i>Overall Goal: Position myself to be MVP for college teaching either face to face or blended or online or to implement Phoenix Solarium or DL LDR Training</i>
	BY 6/30/16: complete final edits for VBLIA, marketing plan and sales for SLC
	BY 6/30/17: complete final edits for lateral leadership, marketing plan and sales for UNC
	BY 6/30/18: complete final edits for Exec skills for new <u>mgrs</u> , marketing plan and sales for UNC
	BY 6/30/19: complete final edits for L2 from corporate and mil leaders, marketing plan and sales for UNC
	BY 6/30/20: complete final edits for L2 for my grandchildren, marketing plan and sales for UNC

Create

What **MIGHT**
be true?

FLARE



What **MUST**
be true?

FOCUS



Types of Careers



- Linear
- Steady State
- Transitory
- Spiral



CREDITS:

Legos by [Markus Spiske](#) on [Unsplash](#) | Types of careers by Brooks, [From Strength to Strength](#) | Tool chest by Chris Hitch

PBEs and VRINS

Personal Brand Equities



Valuable	Rare	Inimitable	Sustainable	
Green	Red	White	White	Not Special
Green	Green	Red	White	Temporary Differentiator
Green	Green	Green	Red	Burnout
Green	Green	Green	Green	<i>Purple Squirrel</i>



Unique

Think “High and Right”

Value

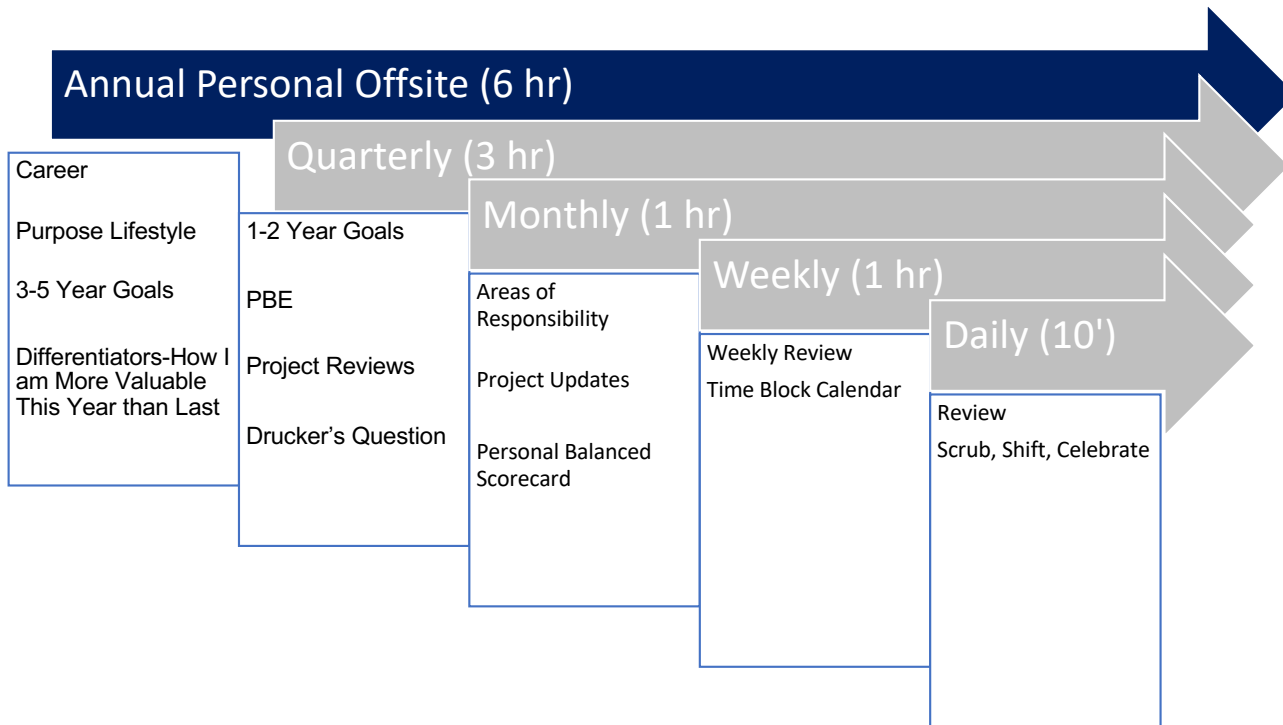
Concept attributed to Guy Kawasaki; Photo credits Unsplash Images

Execute: Your 12 Month Implementation Plan

Mid Term Aspiration -One Year Out	Insert here		
	WORK BACKWARDS-WHAT HAS TO BE TRUE? LAGGING=LEADING		
Quarterly Deliverables	(One Quarter Out) <i>[insert deliverable here]</i>	(Two Quarters Out) <i>[insert deliverable here]</i>	Three Quarters Out <i>[insert deliverable here]</i>
Initiatives	Initiative A	Initiative F	Initiative K
	Initiative B	Initiative G	Initiative L
	Initiative C	Initiative H	Initiative M
	Initiative D	Initiative H	Initiative N
	Initiative E	Initiative J	Initiative O
Metrics	<ul style="list-style-type: none"> • Leading Indicator 1 • Leading Indicator 2 • Lagging Indicator 3 	<ul style="list-style-type: none"> • Leading Indicator 4 • Leading Indicator 5 • Lagging Indicator 6 	<ul style="list-style-type: none"> • Leading Indicator 7 • Leading Indicator 8 • Lagging Indicator 9

Source: Adapted from Beyond Performance 2.0, Keller and Schaninger, 2019

Types of Reviews





Want the Slides?

Email me (subject line Product Camp RTP)
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Image Credit: [Unsplash.com](https://unsplash.com)