

CRASH CEO SCHOOL: A Complete Guide From A CEO

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INTRODUCTION

Hi, I'm Dr. Baktari

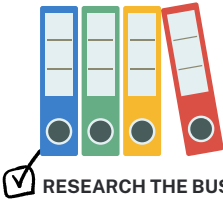
Dr. Baktari is the CEO of eNational Testing, US Drug Test Centers, & e7 Health. Jonathan Baktari MD brings over 20 years of clinical, administrative, and entrepreneurial experience. He has been a triple board-certified physician specializing in internal medicine, pulmonary, and critical care medicine.

Dr. Baktari is a preeminent, national business thought leader who has been interviewed by *The Washington Post*, *USA Today*, *Forbes*, *Barron's*, and many other national publications. He is also an opinion writer for *The Hill* and *the Toronto Star*. He is the host of the highly-rated podcast *Baktari MD* as well as being a guest on over 50 podcasts.

Dr. Baktari was formerly the Medical Director of The Valley Health Systems, Anthem Blue Cross Blue Shield, and Culinary Health Fund. He also served as clinical faculty for several medical schools, including the University of Nevada and Touro University.



CEO CHECKLIST



RESEARCH THE BUSINESS

Before launching a business in a particular industry, conducting thorough research is paramount. Start by examining market trends, customer preferences, and emerging technologies within the industry. Understand the competitive landscape, identifying both major players and niche market entrants. Analyze consumer demographics, purchasing behaviors, and potential target markets to tailor your business strategy accordingly.



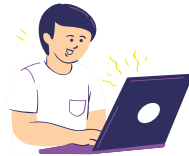
CREATE YOUR WEBSITE

Research and select a domain name that is relevant to your business, preferably including keywords related to your industry or services. This helps search engines understand the nature of your business and improves your website's visibility in search results. Next, focus on creating high-quality, valuable content that incorporates relevant keywords naturally. Optimize meta tags, headers, and image alt text with these keywords to enhance search engine indexing and rankings.



MAKE SURE IT SCALES

Build a solid organizational structure and empower capable individuals to handle day-to-day operations, allowing you to focus on strategic growth. Establish clear and scalable business goals aligned with your long-term vision. Break down these goals into achievable milestones, allowing for systematic growth that aligns with your capacity to manage the company's strategic direction rather than getting bogged down in daily operations.



INVEST IN TECHNOLOGY

Investing in the latest technology when launching a new business is essential for enhancing operational efficiency and productivity. Modern technology equips your employees with powerful tools and resources that streamline tasks and automate processes, allowing them to work swiftly and effectively. By embracing cutting-edge software and hardware, you empower your team to focus on high-value tasks, accelerating overall business growth.



NO DEBT

A debt-free status provides a stable financial platform, enabling you to make informed decisions and take calculated risks in the business world. It offers a peace of mind that allows you to focus on your venture without the burden of repayment obligations. Additionally, it boosts your creditworthiness and enhances your credibility in the eyes of potential investors, partners, and stakeholders.



HIRE THE RIGHT PEOPLE

Hiring the right employees in your first year as an entrepreneur or aspiring CEO is pivotal for long-term success. Begin by defining a clear company culture and values that potential hires can align with. Conduct thorough interviews and assess not only skills and experience but also their passion for the industry and dedication to growing with your company. Look for individuals who exhibit adaptability, a growth mindset, and a willingness to learn and evolve with the organization.

RECIPE TO MAKE A GREAT CEO

- **Be On All The Time**
 - *Even when you're off the clock, you're still a CEO. Don't just be professional at face value.*
- **Be A Mentor**
 - *Be proactive in turning your senior staff into leaders. Mentor them as you've been mentored.*
- **Be Willing To Learn**
 - *You're not always the smartest person in the room. Take the time to learn from mentors.*



Why Culture Is So Important



Owners vs. Renters

Hiring OWNERS, or long-term employees entails investing in individuals who are committed to the company's vision and growth over an extended period. These employees often demonstrate a deeper understanding of the organization's values, culture, and operations, promoting stability and consistency within the workforce. Avoid the RENTERS, or short-term mindset employees because they can disrupt the workflow, leading to a constant need for training and integration, which can be time-consuming and costly.



Acknowledge & Reward

Acknowledging and rewarding good employees is essential for maintaining a motivated and engaged workforce. When a CEO acknowledges an employee's excellent work, it fosters a positive work culture and boosts morale within the organization. Recognizing and rewarding employees not only validates their efforts but also encourages them to continue performing at a high level, driving overall productivity and success. Additionally, it creates a sense of loyalty and commitment among employees, reducing turnover and attracting top talent to the company.



Coachability

Ensuring that your employees are coachable and open to professional criticism is essential for fostering a culture of growth and continuous improvement within your organization. As an entrepreneur or future CEO, it's crucial to create an environment where employees feel comfortable receiving feedback. Start by promoting a growth mindset among your team members, emphasizing that constructive criticism is a tool for personal and professional development.

5 TIPS TO SURVIVE YOUR FIRST YEAR

| Tip | What Does This Mean? |
|---|---|
| No Redundancy | Overlapping roles or duplicated efforts can hinder productivity and strain resources, making it crucial to strategically design a lean and effective organizational structure from the outset. |
| Hire For Ownership | Select individuals for your team who not only possess the necessary skills and qualifications but also demonstrate a genuine commitment and enthusiasm for your vision, ensuring they are fully dedicated and invested in the success of your business during its critical early stages. |
| Identify A Second In Command | Look for someone with a track record of exemplary performance, a collaborative spirit, and the ability to inspire and lead teams during both smooth operations and challenging times. |
| Learn Every Position | Understanding every position within your company as a CEO is crucial for informed decision-making and effective leadership. It provides invaluable insights into the intricacies of your organization, fosters empathy towards your team, and enables you to envision strategic goals with a comprehensive perspective. |
| Be Prepared To Work All The Time | In the critical first year of opening a business, aspiring entrepreneurs and future CEOs must be mentally and physically prepared to dedicate an extraordinary amount of time and effort, often working around the clock, to ensure the success and stability of their new venture. This level of commitment and resilience is essential for overcoming the inevitable challenges and uncertainties that come with launching and establishing a business. |

QUARTERLY INSPIRATION

“
**They're Not Going
To Find Another
YOU**

”
—

www.baktarimd.com

As we discussed in Episode 13, employees will never find another YOU. They may find another job that pays more, or that has more benefits. But they will never have another job that has YOU.

This is why it is so important to invest time and effort into your employees. Your employees depend on you as much as you depend on them, so make sure that as the CEO you prioritize mentoring them into the people they are meant to be.

Thank You For Reading! 🙏

Thank you for taking the time to read this first installment of our e-book, which expands upon the insightful information presented in the *Baktari MD* podcast. We genuinely appreciate your interest and commitment to delving deeper into the valuable knowledge and experiences shared in this series.

As we continue this journey together, we hope that you'll find the upcoming chapters equally enlightening and informative. Our goal is to provide you with an enriched understanding of the topics discussed in the podcast and offer practical insights that you can apply to your life, both personally and professionally.

Your curiosity and dedication to expanding your knowledge are truly commendable, and we look forward to embarking on this educational adventure with you. Stay tuned for more enriching content in the next installment of our e-book, where we will delve even deeper into the intriguing world of *Baktari MD*. Thank you for being a part of this exciting exploration!

- BAKTARI MD

[READY TO CATCH UP?](#)

