

CRASH CEO SCHOOL: A Complete Guide From A CEO

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INTRODUCTION

Hi, I'm Dr. Baktari

Jonathan Baktari MD 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.



IN vs ON



What does this mean?

As we talked about in [episode 39](#) of Baktari MD on YouTube, there is a very important difference between working **IN** your business and **ON** your business. Working in your business involves the day-to-day operations and tasks needed to keep the business running, while working on your business focuses on strategic planning, growth, and development. Here are some distinct difference and ways you can impact your business in both ways!

IN YOUR BUSINESS

- Manage day-to-day operations
- Ensure quality control
- Monitor Inventory and supply
- Handle financial transactions
- Address any and all issues face to face



ON YOUR BUSINESS

- Develop long term strategy
- Conduct market research
- Implement strategies to grow market value
- Analyze data to make informed decisions
- Establish systems to streamline operations



3 Hacks to Delegate Authority 🙌

LEARN EVERY JOB

It's crucial to learn every job within the company to understand the intricacies of operations, foster empathy, and make informed decisions that drive overall success.



END OF DAY REPORT

Receiving an end-of-day report from your team is crucial for maintaining visibility into daily operations, identifying potential issues early, and ensuring alignment with organizational goals.

GET ALL EMAILS

It's important to get all in-going and out-going emails from your team to ensure transparency, compliance with company policies, and to stay informed about important communications within your organization.



Active Listening Weekly Planner

Active listening is an important skill for a CEO to learn. Practice these 7 things, once a day, and you'll improve your ability to understand others, make more informed decisions, and build stronger relationships with your team and stakeholders.

SUNDAY:

Remember!

Everyone wants to be and feel heard!
When actively listening and then responding, remember to do so with grace and dignity!

MONDAY:

Don't Be the Smartest Guy in the Room:

Your staff may have insight or information that you don't know! Let your ego go and listen to what your team may have to suggest.

TUESDAY:

Don't Prepare a Response:

If you start preparing a response at the start of your teams' sentence, you will miss important information! Listen fully, and then think of a response.

WEDNESDAY:

What Are They Really Saying?:

Consider the fact that your team may be saying something else underneath their words. Read between the lines and clarify!

THURSDAY:

Probe the Message:

Don't be afraid to probe the message. It's ALWAYS better to fully understand what they're saying and give an informed response!

FRIDAY:

Paraphrase Their Message:

Once you understand exactly what they're saying, say it back to them! They can clarify if there is still a misunderstanding.

SATURDAY:

Convey Your Position:

Now is the time to respond! Give some blowback on their position. Having a conversation is one of the most important parts to solving a problem.








NOTE:

Get Feedback from Your Staff:

Regularly seek feedback from your team, demonstrate a genuine interest in their perspectives and in turn create a culture of open communication.

Get To Know Your Client Checklist

Getting to know your client and understanding their needs is crucial in sales as it allows you to build trust, offer relevant solutions, and demonstrate expertise. By checking off the seven points below, you can ensure effective communication, anticipate needs, and create a positive experience, ultimately increasing your chances of making a sale and fostering long-term client relationships.

-  **Understanding Their Needs:** Getting to know your client allows you to understand their specific needs, pain points, and goals. This understanding enables you to tailor your approach and offerings to best meet their requirements.
-  **Building Trust:** When clients feel understood, they are more likely to trust you and your recommendations. Trust is crucial in sales as it can lead to stronger relationships and repeat business.
-  **Effective Communication:** Knowing your client's preferences, communication style, and preferred methods of contact helps you communicate more effectively. This can lead to clearer discussions, fewer misunderstandings, and smoother interactions.
-  **Offering Relevant Solutions:** By understanding your client's challenges and goals, you can offer solutions that are highly relevant to their needs. This increases the chances of making a sale because the client sees the value in what you're offering.
-  **Demonstrating Expertise:** When you take the time to understand your client's industry, challenges, and goals, you can demonstrate your expertise in a more targeted way. This builds credibility and positions you as a trusted advisor.
-  **Anticipating Needs:** Getting to know your client allows you to anticipate their future needs. This proactive approach can lead to opportunities for upselling or offering additional services, further increasing your sales potential.
-  **Creating a Positive Experience:** Ultimately, getting to know your client helps create a positive experience for them. When clients feel understood, heard, and valued, they are more likely to have a positive impression of your company and are more likely to refer you to others.



QUARTERLY INSPIRATION

“

Listen with Intent to
UNDERSTAND, Not to
REPLY.

”

www.baktarimd.com

As we discussed in [episode 42](#) with our amazing guest [Joe Reilly](#) from Joe Reilly Consulting and National Drug Screening, it is paramount for a CEO to cultivate the skill of listening with the intent to understand. This goes beyond simply hearing words; it involves comprehending the underlying messages, emotions, and perspectives of their team. Effective listening is not about formulating a quick reply, but rather about gaining a comprehensive understanding of all sides of a situation. By mastering this skill, CEOs can foster a more inclusive and empathetic work environment, leading to better decision-making and stronger relationships with their team members.

Thank You For Reading! 🙏

Thank you for diving into the THIRD installment of our e-book, marking the end of the first quarter of 2024, as we expand upon the insightful information from the Baktari MD podcast. Your interest and dedication to delving deeper into these valuable insights are truly commendable.

We're excited to provide you with more enriching content in the upcoming chapters, offering practical insights for both your personal and professional life. Stay tuned for the next installment, where we will delve even deeper into the intriguing world of Baktari MD. Thank you for being part of this exciting journey!

- BAKTARI MD

Want to view our entire e-book series? Check out the Education section on our website BaktariMD.com to learn more!