

CRASH CEO SCHOOL: A Complete Guide From A CEO

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VOL. 2

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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.



8 SECRETS

FOR CEO'S

Let's take a look back at all the secrets we spilled in [Episode 17](#) of *Crash CEO School*.



01

BE A GOOD PERSON

People want to work for someone who is considered a *good person*. Your employees will pick up on your integrity, compassion, empathy, and will naturally want to follow you if you display these acts!

02

PEOPLE BEFORE BUSINESS

Take care of your people before you take care of your business! Don't let it run itself into the ground. But if you let your employees know that you've got their back, they will return the favor and do whatever is necessary to keep the business growing!

03

ADMIT WHEN YOU'RE WRONG

Repeat this phrase, "You were *right*, I was *wrong*." Wasn't so hard now was it? Nothing is worse than a boss who can't admit when they're wrong. This starts by listening to the people who work for you, try to understand their position, and then communicating to try to find the best solutions from there.

04

NEVER BE THE SMARTEST GUY IN THE ROOM

You may be the boss, but that doesn't mean you're the smartest, at least you *shouldn't* be! You always want to hire people that are smarter than you, as they can always provide more information about a decision within the company, and you can always trust them to be reliable!

05

LEARN YOUR DEPARTMENTS

Make sure to learn all of the departments and the roles they play within your business. If they ask you for your input on a topic, you should know how to answer them while staying informed! Plus, if there are any roles that need to be temporarily filled, you can help without having to hire a temp!

06

BE AVAILABLE

Being available when you're needed is a KEY part of being a CEO or leader within an organization. When your team needs you, or when you told them you would meet, you need to make sure you are available for them.

07

TAKE PEOPLES TEMPERATURES

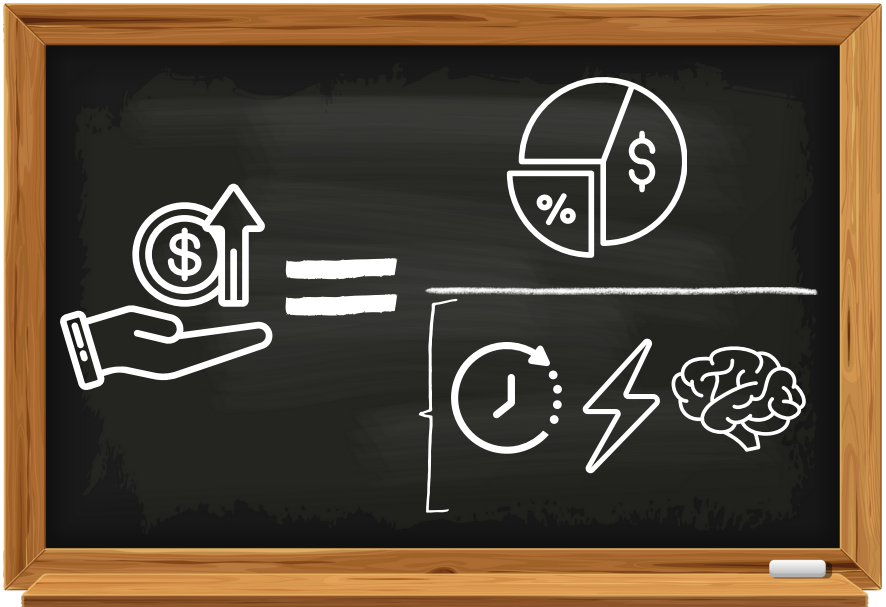
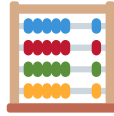
Yes, this is a medical term, but we don't mean it that way! By taking peoples temperatures, we just mean check in regularly. Not to be someone that micro-manages, just to see how your employees are doing in general. Are they having trouble with something? Is there something going on personally or professionally preventing them from working? Ask them!

08

ASK QUESTIONS

Don't confirm a decision, ask questions first! It doesn't look good when you walk in, make a decision, and leave. Did you ask what your employees think? Did you ask for their opinion and go over it with them? Ask them questions, and on top of that ask open-ended questions! Let the person you ask come up with their own answer!

Pricing Model Equation



**VALUE FOR YOUR BUSINESS IS EQUAL TO
YOUR NET MARGIN OVER TIME, ENERGY AND
BRAIN DAMAGE**

When considering your Pricing Model, don't just think of the numbers. You have to consider your time, energy, and how much brain damage goes into making the product what it is. The price does not matter if your product or service does not hold any value for the customer, and who knows the value for it more than you!

Pros And Cons Of Partners

Pros	Cons
Ability to divide the work	2 people are always needed to make a decision
Divide the start up investments	Different visions of the end goal for the company
More diverse talents means a wider ability to cover needs throughout the organization	Different opinions in how fast/slow the growth should be for the business
Differing opinions allows you to cover all of your bases	When starting the business, there will be differing financial situations
	You will have to divide the profits depending on effort, talent, and initial investments
	Their significant others opinions are going to influence the decisions within the company

Decide for yourself!

Although we talk about more Cons than Pros, as we have laid out based on [Episode 21](#) of Baktari MD, we still advise you to look at ALL the Pros and Cons based off YOUR situation! Every business is unique, consider this before you make a concrete decision. We are here to ADVISE, not direct!

Selecting A Business That Fits You 🤔

Why Is This Important?

Selecting the right business is a critical decision that can significantly impact an entrepreneur's success. In this guide, we'll explore key considerations for business selection, ensuring that you make informed and strategic choices. Whether you're a seasoned entrepreneur or a budding business professional, these insights will guide you through the decision-making process.

Is This a Good Industry to Be In?

Analyzing industry trends and dynamics is the first step in selecting a business. Consider the market size, growth potential, and level of competition within the industry. Conduct thorough market research to identify emerging opportunities and potential challenges. Evaluate the regulatory environment, technological advancements, and any socio-economic factors that may impact the industry's future. A good industry fit can provide a solid foundation for your business to thrive.

Making Your Competition Irrelevant.

To stand out in a crowded market, focus on making your competition irrelevant rather than just beating them. Identify unique value propositions that set your business apart. This could involve offering a superior product or service, implementing innovative technology, or creating a distinctive brand identity. By providing something that competitors cannot easily replicate, you position your business as a leader rather than a follower.

The Importance of Great Customer Service

Exceptional customer service is a cornerstone of a successful business. Prioritize building strong relationships with your customers by delivering outstanding service at every touchpoint. Invest in training your team to handle customer inquiries effectively and promptly. Positive customer experiences not only lead to repeat business but also contribute to positive word-of-mouth marketing, which can be invaluable in acquiring new customers.

Be Careful of Choosing a Business You're Already In.

While entering a familiar industry may seem like a safe bet, it's crucial to approach this decision with caution. Assess whether your existing expertise provides a competitive advantage or if it could lead to complacency. Avoid tunnel vision and be open to exploring new opportunities outside your comfort zone. A fresh perspective can lead to innovative solutions and a more dynamic business model.



QUARTERLY INSPIRATION

“
If VALUE Isn't There,
You LOSE.

”

www.baktarimd.com

As we discussed in Episode 20, Value is EVERYTHING when deciding your pricing strategy! It's not just about the numbers, think about what your product is to YOU first.

Determining the price of your product based on its perceived value is a strategic approach that aligns pricing with customer expectations and market positioning. By emphasizing the unique features, benefits, and quality of your product, you can establish a perceived value that justifies a higher price point.

Thank You For Reading! 🙏

Thank you for taking the time to read the SECOND 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 go into this new year, 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?](#)

