

# CRASH CEO SCHOOL: A Complete Guide From A CEO

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Host of Baktari MD Podcast



VOL. 4

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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.

Jonathan Baktari MD 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 70 podcasts.

Jonathan Baktari MD 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.



# Availability: The Different Levels

As said in Season 2 Episode 47 of Baktari MD, there are different levels when it comes to being available for your team, clients, and even your own family! As the boss, being available for everyone in your company is crucial for fostering a positive and inclusive workplace culture. Accessibility demonstrates your commitment to open communication and support, ensuring that employees feel valued and heard. This availability helps to build trust, encourage transparency, and facilitate the free flow of ideas, which can drive innovation and problem-solving. Ultimately, a culture of accessibility enhances morale, boosts engagement, and contributes to a cohesive and motivated workforce, which is essential for the long-term success of the company.



# How to Improve Cash Flow



## What is Cash Flow?

As discussed in [Season 2 Episode 52 of Baktari MD](#), Cash flow in business refers to the movement of money into and out of a company over a specific period. Positive cash flow indicates that a company is able to meet its financial obligations and invest in growth, while negative cash flow may signal financial difficulties or unsustainable operations. Follow the below guidelines to figure out whether your businesses Cash Flow is Positive or Negative, and how to improve it overall!

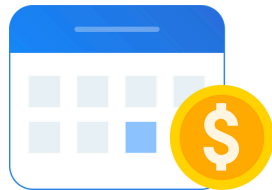


### What are the terms?

Setting clear and consistent terms of payment is crucial for businesses to maintain financial stability and profitability. These terms dictate when and how clients are expected to settle their invoices for goods or services rendered. By establishing structured payment terms, businesses can manage cash flow effectively, ensuring that they have the necessary funds to cover operational expenses and investments in growth.

### Is it a Monthly Auto Pay?

In cash flow management, businesses derive significant advantages when clients opt for automatic monthly payments. This arrangement ensures a steady and predictable influx of cash into the business, which facilitates better financial planning and stability. By reducing the uncertainty of when payments will be received, businesses can allocate resources more efficiently, meet financial obligations promptly, and seize growth opportunities without cash flow interruptions.



### What about Missed Payments/Late Fees?

When addressing late fees or missed payments from clients, flexibility tempered with accountability is key to maintaining a healthy business relationship. In these cases, especially without prior notification, implementing an automatic suspension of services until the outstanding payment is settled ensures that the business's cash flow isn't disrupted. This approach encourages prompt resolution of financial obligations and reinforces the importance of timely payments in sustaining ongoing service provision.



# Advice from Guests

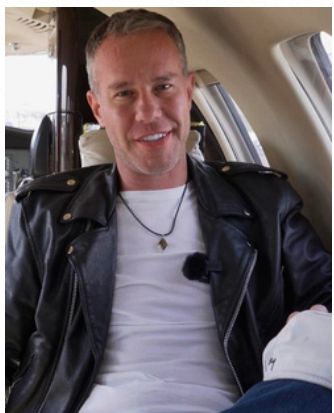


## STEPHEN & CHELSEY DIAZ

*"We're big believers on if you focus on your current resources and not your resourcefulness, it makes you think outside the box...that's how we got our first team member!"*  
*(Season 2 Episode 48)*

## MIKE & BO

*"If you have a 9 to 5 job and you don't have some kind of side hustle already, whether you're selling sneakers or baked goods or hand bags or whatever you might be into, if you're not doing something it'd be the equivalent of someone watching music videos and go, I want to be a music writer. Well, if you're not already writing poems and being interested in it, it's probably not for you."*  
*(Season 2 Episode 50)*



## PRESTON BROWN

*"The single most important thing I think there is for any entrepreneur or leader is the ability to learn. And learning is not something that happens in a comfort zone."*  
*(Season 2 Episode 51)*

# WORRIER-in Chief

[ wur-ee-er / in / ch-eef ]

**noun**

*Definition:*

As the "Worrier" in Chief of our company, you embrace the role of anticipating challenges and preparing robust solutions before they manifest into problems. This proactive approach ensures that your operations remain resilient and agile, capable of navigating any turbulence that may arise in your industry. By meticulously analyzing potential risks and crafting contingency plans, you foster a culture of preparedness among your teams. This mindset not only minimizes disruptions but also empowers you to seize opportunities swiftly, knowing that you are well-equipped to handle whatever challenges the business landscape presents.

*Example:*

*"On my drive home from work, I thought about potential solutions to the industry changes that were implemented, and I think I have a solution!"*



THOUGHT  
LEADERS ARE  
ALWAYS  
THINKING



BE INNOVATIVE



# Quarterly Inspiration 🖋️

“

Don't Let Your **IDEALOGY**  
Trump Your **REALITY.**

”

[www.baktarimd.com](http://www.baktarimd.com)

As we discussed in [season 2 episode 51](#) with our insightful guest Preston Brown, it is important to not let your dreams get in the way of reality. While having ambitious dreams is essential for setting lofty goals and striving for excellence, it's equally crucial not to let ideology overshadow reality. Maintaining a balance between aspiration and realism ensures practicality in planning and execution. Grounding oneself in the present realities—whether financial, logistical, or situational—helps in making informed decisions and setting achievable milestones on the path to success. By embracing both vision and pragmatism, individuals can navigate challenges effectively and sustain long-term progress toward their aspirations without losing sight of what's feasible and necessary in the here and now.

# Thank You For Reading! 🙏

Thank you, dear readers, for joining us on this journey through the fourth installment of our e-book series. Your support and engagement mean the world to us! As we continue to explore new frontiers in health and wellness, your enthusiasm and feedback inspire us to push further and delve deeper into the topics that matter most. Stay tuned for more exciting content and discoveries ahead. Together, we're making a difference in understanding and improving our business knowledge.

Don't forget, if you want more content and need to delve more into Crash CEO School series, you can check out our [website](#), subscribe to the official [Baktari MD Podcast YouTube channel](#), or listen to the audio version on [all podcasting platforms](#)! Thank you again, and we will see you in the next installment of the Crash CEO School e-Book!

**- BAKTARI MD**

Want to view our entire e-book series? Check out the Education section on our website [BaktariMD.com](http://BaktariMD.com) to learn more!