A successful Chief Executive Officer

Management of Contemporary Organization

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The CEO is responsible for the success or failure of a company or an organization. A CEO’s responsibilities are operations, marketing, strategy, financing, creation of company culture, human resources, compliance with safety regulations and sales. There are many things a manager needs to understand and to be CEO such as responsibilities, skills, experiences, characteristics, and education. Getting an education especially in university who has educational professors and great knowledge is a very helpful for a manager to become a CEO. Experience is a fundamental requirement to help a manager to be a successful CEO.

There are many responsibilities for a CEO. Planning is one of the CEO responsibilities. Planning is a decision-making process that focuses on the future of an organization and how will achieve its goals. It is a very important strategy in any company or organization. Planning includes a consideration of an organization; external environment and internal resources. The CEO has to understand company strategy, the strategic plan, the operational plan to achieve organization target. Moreover, an organization's structure is another responsibility. It is the sum of ways an organization divides its labor into distinct tasks and then coordinates them. It includes organization design, organizational charts, controls, authority and decision making within the organization. Hitt said in their book Management of contemporary organizations, “it is important for current and future managers to understand the fundamentals of organizational design and structure so that they can better prepare for implementing
structures to make them effective” (180). Next responsibility, management recruitment and development are the next responsibility. Succession planning, in-house training, outside training, promotion from within, human resource plan, new positions, active recruiting are a very important. Also, community relations are required for the CEO. This includes public relations and community participation. Profitability and growth are the most important responsibility. They include profit objectives, results compared to industry, sales objectives, and dependency on single product/customer, market share, and profitability by product line. Finally, relationship with the board of directors is very important. Communications, Reports by executive managers, Board complaints, CEO Job description and standards are principle factors help the CEO.

The Manager needs many skills to be successful CEO. First, communication is a fundamental skills CEO needs. It is process of transferring information, meaning, and understanding from sender to receiver. The most critical skill a manager needs is the ability to communicate well. “Good performers are good communicators. Outstanding leaders have the ability to communicate effectively across a very wide range of constituencies,” (Monika 1). Second, Coaching is one of the essential skills of a good manager. It can help improve manager skill in an important area. More than 20 per cent of what makes a successful CEO is coaching “Find people who can help you at turning points in your career or can help you find turning points. Another 10 per cent of what makes a good CEO is formal training” (Monika 2). Next, hiring is getting good people to work with manager and give them very good training. If CEO has everything, but he or she doesn’t have fit employees he or she won’t achieve organization goals. “An innate ability to hire great people is the third characteristic CEOs and Presidents can’t live without. And not just hire
them but utilize them—challenging them for new idea and deeper insights. Now, this is straightforward in business, where leaders employ their direct reports, and thus have the clout to remove incompetents and resisters.”(Welch 1). Also, the CEO must have skills to manage conflict and workplace violence. Conflicts take place in every organization such as families, companies, and governments. Sometimes, conflicts happen for many reasons with different people from different cultures and different genders. Manager needs high skills to manage conflicts to help them take advantage of these conflicts. Then, customer satisfaction is one of most important skills manger needs. Without customers, company doesn't have a business. Treat them with the same respect you expect when you are a customer. Manager has to make sure everyone in his or her organization understands the importance of customers and customer’s service. Next, understanding of culture and situation of internal organization and external organizations are greatest skills the CEO needs to achieve his goals. Finally, the CEO needs ability to transfer his or her skills to real life. Julie Munsell said, “Transferable management skills and knowledge of the tasks associated with the multi-CEO position are sufficient for the generation of above average performance in subsequently managed firms.”(1).

Not only does the CEO needs to know responsibilities and skills, but also needs many experiences. Working with many situations with different people is most important experience CEO needs. More experiences makes the CEO get great diction. Moreover, Forecasting is very important for the CEO to help him make greater investments. Forecasting is the art and science of predicting future events. It includes economic forecasts, technological forecasts, and demand forecasts. Manager needs to have experiences about past time, current time, the future to make successful dictions.
Heizer and Barry render said in their book, Operations Management “the impact of forecasting on three activities. They are human resources, capacity, and supply chain management. (95).

Characteristic and personality are critical requirement for the CEO. It includes personalities consist of many factors such as extraversion, emotional stability, agreeableness, conscientiousness, and openness to experience. Social relationship is very important characteristic of CEO. With social relationships manager can build high trust between organization and customer or society. For example, People will invest or support the organization if they know the ability and the personality of the management head. Moreover, CEO needs to be nice and friendly. It is humanity feeling, when you like others they feel affection for you. (David5) said, a CEO needs to show his or her compassion. A manager who desires to be winning, he or she will be considerate towards customers, employees and dealer. “The compensation levels of CEOs at social choice firms were found to be more highly associated with size and performance variables than those at nonsocial choice companies. The results indicate that social choice companies may be more concerned with social justification for high CEO compensation. Social choice firms appear to validate CEO compensation levels by providing greater linkages to corporate performance. Readers presently investing (or contemplating future investments) in social choice firms or in social choice mutual funds should be encouraged by this study. In addition to their other good corporate deeds, social choice companies, consciously or unconsciously, seem to include CEO compensation levels as a part of their overall corporate decision process.”(David2). Finally, the CEO needs many elements of personal organization such as confidence, clarity, comfort and cohesion.
Education is a principle factor helps the CEO to understand what is going on, to be good speaker, and great dictions maker. Education consists of high knowledge of many fields as management, financial, economic, law and humanity. Education can be come for many ways such as school, reading, training, work experience, and life experiences. The CEO can an effect and control people, if he or she has high education and knowledge. Education creates perfect speaker who can make high benefits for organization.

In conclusion, every job required many elements. The CEO needs many things to be successful. First, he or she needs to understand all the CEO responsibilities such as planning, organization’s structure, relationship with the board of directors, community relations, and profitability and growth. Next, the CEO most has great skills as communication, coaching, hiring a good people, and manages conflict and workplace violence. Next, characteristic and personality are critical requirement for the CEO such as extraversion, emotional stability, agreeableness, conscientiousness, openness to experience, and social relationship. Finally, education is a very important factor helps manager achieve organization goals.


