***Considerations: Become a DECISIVE and ASSERTIVE LEADER with a True Sense of URGENCY***

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**from: “8 Lessons from McDonald’s CEO Don Thompson’s Demise”**

[***www.chiefexecutive.net***](http://www.chiefexecutive.net)**, January, 2015**

**“Get on the right side of history- fast.”**

**from: “All or Nothing: Why Decisive People Make the Best CEOs” *[www.chiefexecutive.net](http://www.chiefexecutive.net), January, 2017***

**“Acting swiftly and decisively is more important than always being right.”**

**“Decisiveness is what makes CEOs special.”**

**“Less-confident leaders are more likely to delay decisions before settling on a compromised solution that ultimately fosters mediocrity.”**

**from: “7 Traits of Great Business Leaders” *Sales and Marketing Management,* July 1997**

**“You must be assertive, a risk-taker and you must be urgent.”**

**“Urgency is the continental divide that separate great leaders from just managers.”**

**from: Jeff Bezos in an interview, 2018**

**. “If you can make a decision with analysis, you should do so. But it turns out in life that your most important decisions are always made with instinct and intuition.”**

**from: “The Life Cycle of a CEO”** [***www.chiefexecutive.net***](http://www.chiefexecutive.net) **9/26/18**

**Middle Phase: The overarching task is to drive the performance of the company. To do this, the CEO will need to *evolve or change the strategy as needed in response to changes in the operating landscape.***

**from: “Mission Critical” by author Mark Greaney, 2019**

**“A CEO needs to operate at the strategic realm as well as the tactical realm.”**

**from: “Valuable Reflections on Leadership” by Charles Wendel, 2020**

**“Great leaders are decisive. In banking, rarely can decisions be stretched out over time. Great leaders know how to make decisions and are not afraid to say yes or no.”**

**from: “8 Timeless Leadership Lessons from Andy Gove”**

**former INTEL CEO,** [***www.chiefexecutive.net***](http://www.chiefexecutive.net) **March, 2016**

**“A leader must identify ‘strategic inflection points’ which arise when there is an order-of-magnitude change in a company’s environment.”**

**“The greatest danger is standing still.”**

**from: “Key Traits that Separate CEOs from Other Senior Executives” *[www.chiefexecutive.net](http://www.chiefexecutive.net), November, 2016***

**“Best performing CEOs move boldly and swiftly to transform their companies.”**

**“CEOs in underperforming companies are much more successful in generating outsized returns if they pull multiples levers at once.”**

**from: “A CEO Who Advises Other CEOs” *The New York Times,*  September, 2021**

**“Common characteristic of CEOs who managed to do well (during COVID) over the past 18 months:**

**High orientation to adaptiveness and agility.”**