

A **CEO** Playbook

# THE CRAFT



Secret Codes and Methods for  
*Unlocking Exponential Financial Value*

**CHRIS MAILANDER**

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## EXECUTION

This is a lot.

Very few—companies or executives—do anything like this. They fight from their heels in markets that move faster and more brutally, armed with new strategies, tactics, and weapons. They are unable to inflect their arc when it flattens, waiting until their egg rolls to the edge of the table and falls. They struggle to innovate, create, and break through when it becomes the imperative.

My company, Ironheart, helps companies and CEOs unlock their exponential financial value, including by

- crafting the strategy, game plan, techniques, behaviors, and language used to pursue their optimal value;

- building complex commercial ecosystems involving many diverse stakeholders with the ability to successfully achieve the targeted optimal value;

managing the dynamics and events of critical inflection points that inevitably will be encountered along the actual vector toward optimal value;

distilling the specific cross-correlations between the situational contexts faced by companies—either naturally or provoked by others—and the psychographic conditions they face with key stakeholders, influencers, and opponents in those moments; and

teaching corporate executives and their teams the fundamentals of *The Craft* and its application to increase their probability of success associated with critical corporate events, including new strategic initiatives, investments, enterprise sales pursuits, financings, M&A transactions, exits, tenders, procurements, disputes, restructurings, crises, policy initiatives, scaling up or scaling down, and the like.

We are entering a period of evolutionary change where the logical, predictable, programmable, and routine functions of technology, manufacturing, and distribution will increasingly be performed by machines and code. This shift will create an untapped reserve of potential—including of the creative, innovative, quantum, visionary, and empathic potential of the human mind, body, and spirit. To harness this potential—including through those companies that will usher in the future of how we live, work, consume, and contribute over the coming decade—we must unlock the deeper codes that will allow this potential to express itself most fully. We must empower individuals, teams, groups, and ecosystems to come together in ways that enable ideas to manifest at the faster and faster pace required of the times.

*The Craft* enables you to architect this journey.

You now know where to look.

You know what you are looking for.

You know what to do when you find it.