

A **CEO** Playbook

THE CRAFT



Secret Codes and Methods for
Unlocking Exponential Financial Value

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GLINT OF GOLD

Within the inflection points—as the situational context and psychographic dimensions are shifting, either naturally or due to provocation, management, and optimization—there are certainly risks.

But this is also where we will find the glint of gold.

Inflection points are gateway experiences, creating the opportunity for passage to something greater on the other side.

It is where the rules change.

Normal hierarchies are challenged.

Common wisdom is turned on its head.

Traditional paths are ignored.

Old calculations lead to dead ends and money is left on

the table.

Those who are entrenched in a static environment or who behave predictably can be thrown into conditions less familiar, more fluid, and less controlled.

This is our opportunity.