

A **CEO** Playbook

THE CRAFT



Secret Codes and Methods for
Unlocking Exponential Financial Value

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PURPOSEFUL PREPARATION

This is a complex game. It is not for the naive, unwitting, or unaware.

Those who win at this game are masters of their crafts.

Masters do not just happen. They prepare for their moments.

They learn to anticipate well, finding clues that give them a half-step advantage when they need it.

They practice both the art and the science.

They have a game plan.

They know the philosophy. They can feel the rhythm within the moment.

They then peak. It will define their legacies.