

A **CEO** Playbook

THE CRAFT



Secret Codes and Methods for
Unlocking Exponential Financial Value

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ISBN-13: 978-1-7325624-2-4

Book Formatting by Kristen Forbes (deviancepress.com)

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THE CALCULATIONS

The challenges for most companies is that they spend significantly to calculate their projected vector. They have their own rocket scientists—the finance guy, the marketing guru, the ops gal, the project manager. Most of their calculations will be right. They will, however, be based on their own math.

The actual vector will often prove their math wrong. This is frustrating. It is expensive. From where you stand, it looks like the same people doing the same thing over and over again, with the same probability of success—but usually lower.

The problem is rooted in the fact that their calculations never include all the variables that affect the actual vector—those that will cause it to deviate substantially from the projection.

This is inevitably because the truly determinative variables of our success are not necessarily quantitative. Yet they always affect the time. They always affect the financial value.

With *The Craft*, they will become part of your calculations of the determinative variables.