

A **CEO** Playbook

# THE CRAFT



Secret Codes and Methods for  
*Unlocking Exponential Financial Value*

**CHRIS MAILANDER**

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## WHAT IT WILL LOOK LIKE

**M**any CEOs imagine their performance in their most critical moments.

They will be warriors in the arena.

They move deftly, powerfully, fending off the attacks. The short jabs, the thrust from the blindside, the long-reaching arc of the javelin thrown.

The crowds roar.

They leave victorious.

History will regale their brilliance and cunning.

It will be glorious.