



CEO<sup>2</sup>

Creating Extraordinary Organizations 



ENERGIZE. ENGAGE. ENDURE.



# Answering the Call to Greatness™

This presentation will help you explore an engagement with CEO<sup>2</sup> by looking at three keys to our success:





# What We Do

## Our Process

What you get when working with CEO<sup>2</sup> is a powerful process designed from the ground up by battle tested CEOs.

CEOing™ is a model designed to deliver a potent skills-transfer in three areas of focus:

Mastering Self

Mastering Relationships

Mastering a Game Worth Playing™

The areas of mastery unfold across five powerful steps we call The STARS Process™



# Step 1: SYNC



**SYNC**

The STARS Process™ begins with Syncing up. First we “get in sync” with you, the CEO. Next the CEO develops his vision for his organization. Once the CEO has articulated a compelling Vision or Passion Statement for the organization, we move into the next steps to assist the entire organization in becoming synchronized to it.

# Step 2: TRUST



## TRUST

Now that the vision is clear, it's time to bring the rest of the leadership, and then entire staff on board. Building trust within the varying levels of leadership, and beyond, is mission critical. This is the Purpose & Passion step that provides both clarity and alignment for every individual FAST. Everyone experiences firsthand how Trust feels, how to carry that feeling of Trust across and within departments and functions, how to initiate and nurture strong relationships at all levels, and how to sustain a culture of Trust going forward.

# Step 3: ACTIVATE



## ACTIVATE

Now your organization knows where it wants to go together, and it's time to identify what it will take to make the vision a reality and bring about long-term success. We call them Opportunities for Improvement or OFIs™ for short. Without getting everyone in Sync and building layers of deep Trust, attempts to Activate people usually fall flat, or worse, spiral out of control. Building on the steps that come before it, the Activate step organizes people into self-motivated teams empowered to find opportunities to improve the company and their performance, providing an infusion of new energy and enthusiasm throughout the organization.



# Step 4: REDESIGN



## REDESIGN

As teams are activated and OFIs™ are identified, it's time to Redesign. This is not the same old problem-solution thinking that has been tried before. This is a whole new game—a Game Worth Playing™. Limiting beliefs of individuals, teams and the organization itself are uncovered and addressed. New ways of relating to and supporting each other emerge. Using our storehouse of tools and techniques, procedures and processes, we teach staff to become pros at creating a workplace that is not only effective and efficient, but nothing short of extraordinary. This step provides immediate feedback that, *“Things are different now.”*

# Step 5: SUSTAIN



## SUSTAIN

The final step in the STARS Process™ is Sustain. Making great advances is meaningless without some way of ensuring those advances will endure the test of time. Unlike most consultancies that do not take responsibility for how well you sustain your improvements, CEO<sup>2</sup> is with you until the organization is demonstrating the ability to sustain and self-renew the CEOing™ practice. Before the engagement is complete, every level of the organization has the tools, the structure, the dedication and the motivation to ensure the momentum you have built is sustained and the results you seek realized.



# How We Help Our Promise

What you can expect from working with CEO<sup>2</sup>



At CEO<sup>2</sup>

*We promise to help you build a sustainable enterprise,  
capable of changing your world for the better.*

*We promise you scalable systems and processes,  
fueled by the creativity and innovation  
of passionately aligned and engaged people,  
powerfully organized to win  
A Game Worth Playing.*

*This is what we deliver.  
This is what you can count on us for.*

# Don't just take our word for it...


Read what our clients have to say.

"CEO<sup>2</sup> delivers powerful, unexpected, lasting results. I recommend them to any CEO who wants results, not just theories."

**David Berg, CEO, BIG Idea Group**

"CEO<sup>2</sup> has a unique way of cutting through the personal frustrations and emotions that can cripple a company and focus that energy on solutions. For me, this has resulted in the creation of a happy, focused, extremely productive team that is leading the charge for our company's growth."

**Lisa Pomerleau, Directing Manager, Bachrach & Associates Inc.**



“CEO<sup>2</sup> engages people in a way that ordinary management practice cannot. Every person in the company behaves differently than they did before. Their approach quickly helps the CEO align and engage people with the business plan at a level I have never seen before.”

**Merritt Lutz,**

**Former Chairman, Morgan Stanley Technology Holdings**

"CEO<sup>2</sup> has helped me create the kind of company that people want to work for and invest in. Their ability to generate enthusiasm and focus, combined with a reality based, bottom-line approach to follow-through gives their work the one-two punch others are missing. Remarkably, their process is still making a difference nine years later."

**E. Michael Thoben III,**

**Chairman/CEO/President, Interlink Electronics**



# Who We Are Our People

**Our team of experienced professionals stands ready to support you in Creating an Extraordinary Organization**

# CEO<sup>2</sup> FOUNDERS



Frances Fujii  
& Tom Voccola

Founded in 1990 by husband and wife team Tom Voccola and Frances Fujii, CEO<sup>2</sup> is a company born of their insatiable inquiry into what it takes to Create Extraordinary Organizations. The result of their inquiry is a trademarked human and business transformation model called CEOing™.

CEOing was perfected over two decades of trial and error application in real businesses with the help of many CEOs and their organizations. CEOing is a self-renewing system that quickly leverages what CEOs already have to build the companies they've always wanted - and do it faster, and without the trauma that typically accompanies a shift of such magnitude.



# CEO<sup>2</sup> FOUNDERS



Tom Voccola

Tom Voccola is the co-founder and Chief Executive Officer of CEO<sup>2</sup>. The Author of *The Accidental CEO – A Leader’s Journey from Ego to Purpose*, and *The Mechanics of Magic – How to fix anything at work*, his life’s work is to inspire a new generation of leaders to transcend ego and its fear-based agenda. His work gives leaders and their people immediate and authentic access to the exponential power of Passion in a way that allows their life’s Purpose—and the Purpose of their organizations—to be fulfilled. A true master of personal and organizational change, Tom’s message of self awareness and its link to personal and organizational fulfillment has been embraced by hundreds of leaders throughout the United States, Europe, Japan and the Middle East.

# CEO<sup>2</sup> FOUNDERS



Frances Fujii

Frances Fujii is the co-founder and Chief Operating Officer of CEO<sup>2</sup>. She is a creative and strategic thinker with 30 years of experience as an entrepreneur and chief executive. Frances is the principal designer and co-creator of the CEO<sup>2</sup> program, a whole-system change process that ignites both human and organizational potential. Frances holds a master's in Spiritual Psychology from the University of Santa Monica, a bachelor's in Fine Arts from the University of Idaho, and multiple certifications in transformational tools, instructional design and assessments.



**Anthony Cirillo, FACHE, ABC**, founder and president of Fast Forward Consulting, is dedicated to helping hospital and healthcare systems worldwide create and market exceptional patient, staff and resident experiences. He works with hospitals and organizations across the aging continuum to authentically create exceptional experiences for their staff and patients and then craft the marketing strategy that tells their story in a clear and compelling way.



**Dorianne Cotter-Lockard** is a visionary leader with 25 years of experience consulting in the private, public and nonprofit sectors. She served as an executive of a Fortune 100 company for eight years, responsible for a billion dollar subsidiary with 9,000 employees. Dorianne earned an MBA in Finance from New York University, Stern School of Business, a master's in Human and Organizational Systems, and is a doctoral candidate in Human and Organizational Development.



**Tom Gay** is a life-long entrepreneur and founder of companies that pioneered IT solutions to complex business problems. One of his firms, National Decision Systems, was twice listed on the INC 500's fastest growing privately held firms in the USA, and was eventually acquired by Equifax. Tom was featured in the May 1999 Individual Investor Magazine cover story as one of the "5 Best Undiscovered CEOs" in America.



**Cindy Henson** is a dynamic leader with 28 years of experience as a business executive and independent consultant in corporations, local government agencies and non-profits, including aerospace and defense. Cindy specializes in returning troubled organizations and projects to financial stability, strengthening teamwork and setting clear direction. She has extensive experience in leading broad cultural change across large organizations.

We have a group of powerful professionals on our  
**CONSULTANT TEAM**



Have more questions?  
Just give our CEO a call.

Reach Tom Voccola directly at 805-558-0989 or email him at [tomvoccola@CEO2.com](mailto:tomvoccola@CEO2.com)

Visit our website at [www.CEO2.com](http://www.CEO2.com)



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