

While most CEOs are busy to manage their company's functional productivities in Sales, Service, Marketing, R&D, Production, Finance, Operations, Legal, etc., instead, we recommend CEOs to focus on improving the core competences in their **People, Products, Processes, Protections** and **Profits**.

We call these People, Products, Processes, Protections, and Profits, **the CEO's 5Ps**.

No matter what situations to improve or problems to solve, these 5Ps are always the elements to be analyzed and optimized individually then to collaborate holistically over the organization.

Eccentrically, a growth cycle for any company is:

Step #1, Have Great **People** to create great **Products** and **Processes**.

Step #2, Great **Products** and **Processes** produce great **Profits**.

Step #3, **Protect** your **People, Products,** and **Processes** legitimately to sustain your **Profits**.

Step #4, Sustained **Profits** attract even more great **People** to grow. Continue to Step #1 and multiply.



If any one of these 5Ps is not constantly enhanced to push the Growth Cycle forward, then, the vicious cycle will be occurred.

For example, a poor sales result cannot be only a sales problem alone and try to fix it as a sales issue. That will be a band-aide approach to the problem. While the sales function may be improved on surface, the problem may just have been shifted or buried to other functions or team in a company.

A CEO should look at any problems, issues, and/or situations from the angles of 5Ps and solve, address and manage them cross entire company.



5Ps should be the interlocking essential core for CEO's daily business. Question a CEO should ask him/herself on the daily basis is "How are my 5Ps today?"

See the next articles for some thoughts from experience on the CEO's People, Products, Processes, and Protection for Profits.

- CEO's 5P – PEOPLE
- CEO's 5P – PRODUCTS
- CEO's 5P – PROCESSES
- CEO's 5P – PROTECTIONS