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MEDIA RELEASE

From Valued Employee to CEO: How to Make the Transition

There are many qualities a CEO must possess in order to successfully manage a company. It takes more than intelligence and the right connections to rise to the top ranks of a company. In order to be a CEO, one has to have outstanding leadership and communication skills, charisma, financial intelligence, and an exceptional work ethic.

But will these qualities alone be enough to get you to the top? No. In order to run a company, you need to learn about all areas of the business. One of the best ways to do this is by learning from your bosses. Try to find out what their job entails and try to get as much of a feel as possible for what they do. When it comes time for a promotion, your knowledge of the job will give you an edge over other applicants.

You will be able to work your way up to the top management positions if you have the necessary qualities for a CEO and you always learn from your higher-ups. A CEO needs to know every aspect of the business—this is why it is so important to learn as much as you can from everyone in the company.

Another strategy to become the CEO is to start your own company. Before pursuing this strategy, it is important to make sure that you are starting your own business because you have a passion for the industry you choose to enter and that you have the skills and personality to manage the business—not just the skills and personality that make a good employee in your chosen industry.

Talk with other CEOs who have started their own business. Find out how they did it. Where did they get their capital from? What inspired them to start their own businesses? What do they wish they knew starting out? We're All About Marketing (WAAM)'s CEO Susanna Kopman started her business in 2000 because she "wanted to increase the value that marketing companies offered clients and didn't feel" she "would be able to accomplish that goal without starting her own company."

There are very few ways to become a CEO. You can either be hired by a company or you can start your own. But whichever route you decide to pursue, you need to make sure that you are the right person for the job and learn as much as possible from the people who have the jobs you want.

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For more information, photos or WAAM Media Enquires:

WAAM Media Department

T: (02) 8214 8977