Be Bold, Be Brief and Be Gone: Secrets on How To Successfully Navigate the C-Suite

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"WE HAVE MET THE ENEMY AND HE IS US."

...Pogo
If you know the enemy and know yourself you need not fear the results of a hundred battles

Sun Tzu
Chinese Military Strategist
500 B.C.
How to Prepare for Battle

Mind your Ps and Qs
Develop a Profile
Pick and Maintain a Voice
Be a Salesperson
Find a Champion
Provide Intelligence
Mind Your Ps and Qs

The 7 Ps
Proper Planning and Preparation Prevents Pitifully Poor Performance

The 4 Qs
Quantify and Qualify Quickly
Always over deliver......but never overwhelm

Use appropriate language

Tie to business results

Bring concepts to life

Explore “hot button issues”

Ensure consistency and alignment

Remember to BLUFF
Develop a Profile

- Salary
- Lifers
- Live to
- Pressures on CEO
Develop a Profile

- Style
- Approach
- How they communicate
- Education & Training
- Previous
I have only made this letter longer because I have not had the opportunity to make it shorter.

Blaise Pascal
Philosopher
1623-1663
Bringing Your A-Game to the C-Suite

Be authoritative
Be opinionated
Be balanced
Be flexible
....and Be careful
I am the world’s worst salesman, therefore I must make it easy to buy.

F.W. Woolworth
Businessman
1852-1919
Until lions have their historians, tales of the hunt shall always glorify the hunter.

— African proverb
Data = collection of facts, measurements, statistics
Information = organized, interpreted data
Intelligence = contextual, relevant, actionable information
Information vs Intelligence

"Matthews ... we're getting another one of those strange 'aw blah es span yol' sounds."
Institutionalized Processes
Scott Leeb has over the past 15 years created, managed and grown the global business intelligence programs at four Fortune 500 companies (Prudential Retirement, The McGraw-Hill Companies, KPMG and Ingram Micro) and a leading international philanthropy (The Rockefeller Foundation). In 2011 he served as President of SCIP.

Scott has spoken in Europe, Asia, Africa, Australia, North and South America on a wide range of topics including competitive intelligence, business intelligence, market intelligence, strategy and knowledge management. He began his career as a senior intelligence analyst for the US Army, specializing in East Asian political-military affairs. Scott holds MAs from The Australian National University and Columbia University, a BA from Yale University and a language certificate from Beijing University.