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## Director Presentation – CEO Presentation

[5-10min] [~ 10 Slides]

This presentation is the type that you keep refining and would end up using in many applications – industry presentations, awards, marketing, journals, website content, etc.

1. Brief history of the Business – How did we get here.
  - a. Life before this Company
  - b. Where did it all begin?
  - c. Greatest achievements and milestones
  - d. Include some metrics of performance and growth over the years
    - i. A simple graphical representation of a single key number works well:  
Note: I think revenue per year is generally a poor example. Better ones are:
      1. People per year
      2. Equipment numbers per year
      3. Events per year
      4. Production per year
      5. Impact per year
2. What is the Big Picture?
  - a. Where do we want to go?
  - b. How big do we want to be?
  - c. What is the ultimate plan?
3. What can you see that is going to get in the way?
  - a. Challenges?
  - b. Foresight – what do you see?
  - c. Roadblocks
    - i. Inside the business (systems, processes, cash, people, etc)
    - ii. Outside the business (the industry, the market, the location, the competition)
4. What are the opportunities you see?
  - a. Be specific if you can
5. Where does the current team fit in?
  - a. What help do you need from them?
  - b. What makes them great?
  - c. What are the gaps you see in the team?
  - d. What is the challenge for them? Asking them to step up? Offering opportunities. Selling blue sky.
6. Finish with: What makes you excited about business today? Why do you get out of bed every single morning and go to work?
7. Any questions? Anything that anyone wants to challenge or discuss?