CSUITE ACCELERATOR

The C-Suite Code:

9 Keys to *Trigger an Executive Promotion*

*The "**Corporate Finishing School**" secrets no one is teaching you*

Ephraim Schachter, CEO & Founder

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Hi, I'm Ephraim Schachter, Founder & CEO of CSuite Accelerator.

I help high-achieving corporate VPs who are stuck or not moving quickly enough speed their path to the C-Suite.

I help them increase their Influence, Profile and Promotability so they can achieve their potential, make an impact, garner deserved recognition, and enjoy higher financial rewards.

This short guide will show you how.

Ephraim

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Clients Testimonials



"In my view, one of my biggest responsibilities is to identify, mentor and position top professionals for executive leadership roles. Ephraim Schachter's model for C-Suite readiness, as well as his executive coaching services helped me personally attain the office I now hold and has helped me prepare critical talent for C-Suite roles."

Drew K. Spitzer, EVP & CFO, Chubb North America



"I have benefited from both confidential one-on-one coaching and classroom skill training from Ephraim. His friendly style allows people to quickly become comfortable and open their minds. He is very well spoken, always well prepared and has realistic views about people's issues and challenges. I trust him."

Kathleen Reardon, CEO, Hamilton Re



"Ephraim Schachter truly understands what it takes to lead as an executive at the top of a successful enterprise. He has worked with our C-Suite leaders to help them gain self-awareness and sharpen their executive skill sets. I recommend him without reservation."

Gary M. Wingens, Chairman & Managing Partner, Lowenstein Sandler LLP



"For over ten years, Ephraim Schachter has been our resource for coaching our key executives. That's because of his deep understanding of how a complex organization really works and what it takes for a talented leader to thrive and excel within one."

Denise J. Mariotti, CHRO, Hospital of the University of Pennsylvania



"Ephraim Schachter is our go-to C-Suite coach. He combines an open, honest and objective approach, devoid of personal agenda or preconceived bias, with broad insight and years of experience. His close work with many of my colleagues has maximized their potential and deepened their value to our company."

Vincent E. Silvestri, EVP & COO, Rockefeller Group International, Inc.

Introduction

Why this Report?

Unfortunately, a majority of corporate VPs never break through into the executive ranks.

Despite successful careers up through middle management, somewhere along the climb to the C-Suite they get stuck in place, drop off the radar, or both.

And, I don't want this to happen to you.

In fact, I want you to get the four results that I think you want from a senior role in the first place.

Achievement, Impact, Recognition, Rewards

(1) Achieve Potential: That's to accomplish what you're really capable of in your professional life – your full potential – as a professional and a leader.

(2) Make an Impact: That's to make that impact on the business, the people, even the industry.

(3) Garner Deserved Recognition: That's to get the appropriate amount of visibility for the contributions you've made and continue to make to your organization's success.

(4) Enjoy Financial Rewards: That's to take home an additional five to six-figures in income per promotion starting right now.

The Problem

Good News, Bad News

The good news: You're an accomplished leader with real successes under your belt and a solid track record. Congratulations, that already sets you apart from most.

The not great news: You're feeling like you're bumping up against an invisible wall.

- Too much process to trudge through
- Difficult people holding up your efforts
- Boss seems disconnected
- Not feeling valued for your contributions

The Upshot: You sense you've been less effective and you're concerned that this might mean you're off the track and won't be able to reach your career goals here.

Sound familiar?

Why it's Happened

The 3 predictable reasons:

1. **More competitive**. The higher you go the fewer the positions and the greater the number of hungry talented, people vying for them.
2. **Environment more political**. People are jostling for power and stature and you're just not a game-player.
3. **Strengths now seen as weaknesses**. Take your pick: Being the smartest in the room; Being the technical expert; Being the one who drives everyone hard to get stuff done; Being the big idea person, etc.

"The things that used to get you raves, bonuses, and promotions are now self-imposed roadblocks."

The Promise

The Bottom Line

What's the net of this?

You might be stuck - peaking early with your path to a senior-level promotion blocked.

The Better Alternative

This report shows you the proven way through this. The system I've helped my executive coaching clients with for the past 20 years.

- ✓ Instead of getting lost in a competitive field, we'll work on your **Promotability**.
- ✓ Instead of needing to play games and compromise your ethics to deal with politics, we'll work on your **Profile.**
- ✓ Instead of bumping into your self-created roadblocks, we'll work on your **Influence**.

By working on these, you'll accelerate your path to a senior-level position and be back on the fast-track on which you started out.

The Promise:

"You'll go from stuck to accelerating,
*from **ineligible** to **inevitable**."*

The Path

The 9 Key Mastery Areas

These are the nine key mastery areas that I've helped clients across industries work through to get promoted and break into the C-Suite.

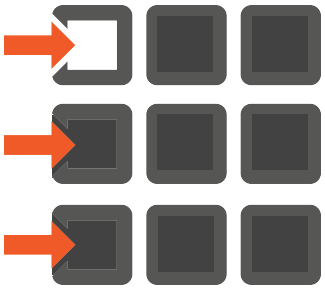
The nine keys to go from where you are right now to (1) Achieve your Potential, (2) Make an Impact, (3) Garner deserved Recognition, and (4) Enjoy five to six figures in additional Financial Rewards per promotion.

We review the framework in the pages that follow.



INFLUENCE

Create Rapport



Defined

The ability to strike and keep a real and trust-building connection with anyone you choose.

The Development Arc

From *Threat* to *Opportunity*

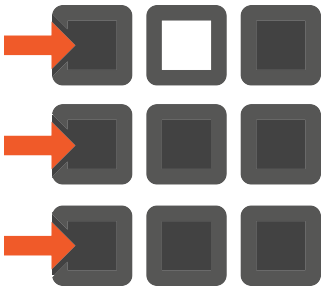
Most Leaders

Most experienced leaders don't do this at all; they have reasonably good social skills for interactions that are pleasant, but they're not effective at building trust. Their work colleagues keep their guard up because they sense that collaborating is a potential *Threat* to their own projects or agendas.

C-Suite Promotable Leaders

If you get Rapport right, what you get is the opposite. You're seen as an *Opportunity*. That means at an unconscious neurological level you're both experiencing a relationship that feels like it's in flow and highly trusting. This is a prerequisite for getting stuff done.

INFLUENCE
Add Value



Defined

Making someone better off than they were before they interacted with you.

The Development Arc

From *Rival* to *Partner*

Most Leaders

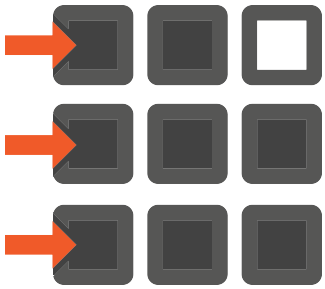
Most leaders engage a co-worker when they need that person's participation or help to get something done. Since your colleague is probably smart and smart people can sniff self-interest fairly quickly, they see you as a *Rival* in terms of their time and energy and consider how and if to work with you, accordingly.

C-Suite Promotable Leaders

On the other hand, when you can move your own agenda while adding Value to help your colleagues achieve theirs, the result is you're seen as a *Partner*. That means that people will welcome the chance to work with you and enthusiastically get onboard your proposed approaches and initiatives. It means key leaders will direct high-importance projects your way.

INFLUENCE

Master Language



Defined

The ability to frame and present your thoughts like you're a CXO. Being able to speak with authority and sound like a leader.

The Development Arc

From *Junior* to *Executive*

Most Leaders

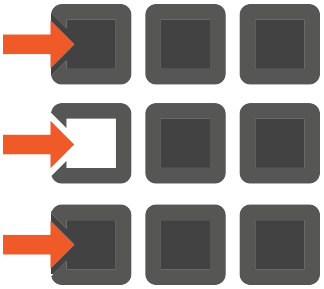
The truth is, that most senior VP's lack good skills at "speaking C-Suite." They may talk a lot, but they may not say much. When they can't speak the language appropriate to the position, they come off *Junior*. People aren't convinced by them and worse, maybe even question their competence or intelligence.

C-Suite Promotable Leaders

When you master the Language of the C-Suite, you are seen as an *Executive*. That means people will see you as someone who communicates directly, concisely, strategically, inspirationally, and in a way that compels people to action.

PROFILE

Elevate Bearing



Defined

The ability to carry yourself like an authentic leader and an executive. People in the C-Suite tend to look and act like it.

The Development Arc

From *Accidental* to *Gravitas*

Most Leaders

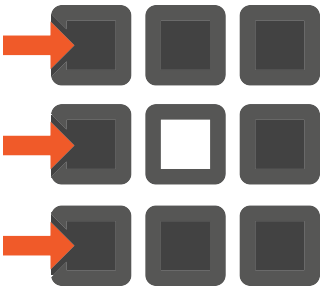
Most leaders get the suit and hair right, but don't comport themselves like an exec. They lack self-awareness as to how they come off and they don't make deliberate choices about it. The result is that their Bearing is *Accidental* and others see them as individual contributors and middle-managers. Not senior leaders.

C-Suite Promotable Leaders

When you get this right, you make the behavioral choices that come authentically from you and project executive presence, whether you're in a 1:1, leading a team meeting in the conference room, or walking into an auditorium and addressing 1,000 people. The result is you have *Gravitas*, and others will see you as already naturally belonging in the C-Suite.

PROFILE

Navigate Organization



Defined

Having a broad and deep knowledge of your organizational stakeholders and how dynamics work at and near the top of the company.

The Development Arc

From *Overlooked* to *Favorite*

Most Leaders

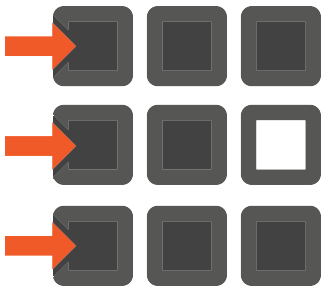
Most VPs aren't overly political and would rather be known for their achievements. So, they tend to work in an insular way, engaging those with whom they sit on ongoing projects and others in close physical proximity. As a result, when raising a hand to work on new opportunities, they're *Overlooked* by senior people mattering most to their visibility.

C-Suite Promotable Leaders

To do this correctly is to build and manage relationships strategically. You analyze your stakeholders in detail and with nuance, and wield influence to get positioned for the important, high profile work. When you do that, you're the *Favorite* for the next great opportunity.

PROFILE

Leverage Platforms



Defined

Your identity external to your organization.

The Development Arc

From *Anonymous* to *Authority*

Most Leaders

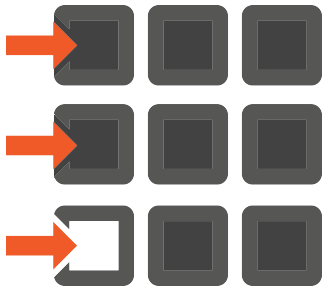
Most experienced leaders don't focus on this at all. That's based on a couple of faulty premises. First, that it's not germane to their job and so it's self-indulgent. And, second, that their executive leaders would rather see them at home minding the fort. As a consequence, they're barely known in their industry, except by a few specialist recruiters. They're *Anonymous*.

C-Suite Promotable Leaders

If you do this right, you're seen as an *Authority* in your space. You're able to leverage your talents and knowledge, build your network and generate buzz for you and for your company. And when you do that, your execs see you through the eyes of the outside world, i.e., as more valuable.

PROMOTABILITY

Own Business



Defined

Ensuring that you're the leader of your area

The Development Arc

From *Consultant* to *CEO*

Most Leaders

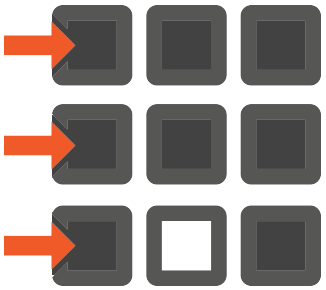
A recurrent theme for many leaders who are technical experts & professionals in Finance, IT, Actuarial, Legal, etc. Many tend to operate from a quieter, less assertive style and stress rigorous analysis and detail over the broad view and driving results. Consequently, they're seen by others as a *Consultant* for whom the work is an intellectual exercise.

C-Suite Promotable Leaders

When you come from a place as *CEO* of your business or functional area, you establish your own vision, identify the key strategic buckets, sell it hard, make tough decisions and oversee deployment the right way. With that, you're seen as having skin in the game and meriting more responsibility.

PROMOTABILITY

Build Bench



Defined

Doing what's necessary to have a talented team that is high-performing.

The Development Arc

From *Supervise* to *Cultivate*

Most Leaders

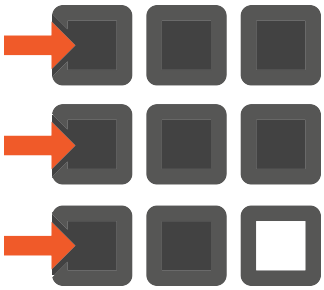
Many leaders pay negligible attention to the individual and collective strengths of their direct reports, erroneously believing they'll be judged solely on their own performance. They mistakenly project their own love of autonomy onto their directs. Moreover, they view their direct reports as bearing responsibility for their own success. As a result, they don't manage so much as *Supervise* them.

C-Suite Promotable Leaders

When you do this right, you *Cultivate* your directs. You mobilize them in a manner that neither micromanages nor abandons, and calibrate their performance with pinpoint positive and negative feedback. You incubate talent, taking a role in their careers. As a result, others see the team you built as an appreciating asset in the company.

PROMOTABILITY

Activate Boss



Defined

Having your boss behave as a resource for you.

The Development Arc

From *Bystander* to *Advocate*

Most Leaders

Since most corporate VPs frame their boss as the authority, some don't build enough mutual respect for their boss to see them on a par as a true leader ready for a promotion. Others may inadvertently position themselves as a competitor needing to be contained. In either case, the boss is likely to become a *Bystander* in their direct's career, disinclined to get involved or spend political capital for them.

C-Suite Promotable Leaders

It's best to engage your boss not as an authority, so much as a person with individual characteristics, needs, motivators, task related goals, KPIs and career aspirations. When you help your boss accomplish their goals, they recognize your value to them personally and become an *Advocate* for you in the company.

Case Study: "Jane"

Senior Accountant to CFO

1. The Situation

In a leading Media & Marketing company, a high-performing senior accountant VP, "Jane," quickly gained a reputation for driving results at the expense of building relationship capital. Her annual performance review included praise for stretch-goal achievement, though sharp criticism of "non-leader-like" &"non-collaborative" behavior, citing employee defections and low team morale.

2. The Opportunity

Jane's near-term objectives were to solidify her roles as a contributing leadership team member and as trusted advisor to her boss, the CFO. She recognized the imperative to reconsider her senior leadership, peer collaboration, and organizational influence abilities.

3. The Work

When Jane came to us, we saw the opportunity to get her reputation – and career – back on track. Jane jumped in working on her Influence, stressing how she created Rapport and added Value with her team. She rebuilt a new and improved Profile once she softened her Bearing. Finally, she helped her Promotability by building her Bench, by embracing and cultivating her people.

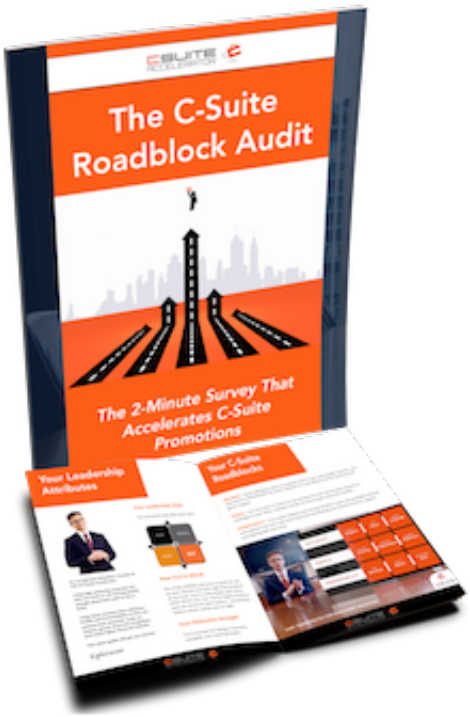
4. The Results

Jane adapted new approaches to drive results with and through co-workers. Her second 360-degree feedback review showed significant gains in each developmental area, paving the way for her to achieve high performance targets. When her boss, the sitting CFO, left for another opportunity the next year, Jane was promoted into the vacancy and named the successor CFO.

YOUR NEXT STEP

Overcome
Roadblocks

Take 2 minutes to find your fastest path to a senior-level promotion …



- Identify your 3 "make-or-breaks" to master for execs to label you "Immediately Promotable" in your organization's next Talent Assessment
- Pinpoint your natural "distinct strength" others admire so that you can always showcase it without any extra effort
- Uncover the small (fixable) mistake that has you competing for airtime instead of wielding influence so that you consistently accomplish results through others
- Learn the specific way your current profile might be off the executive radar so that you can instead reach internal "rock star" status

Click Here Now!