

10xCEO

Program Overview | 2020

The 10X CEO Program

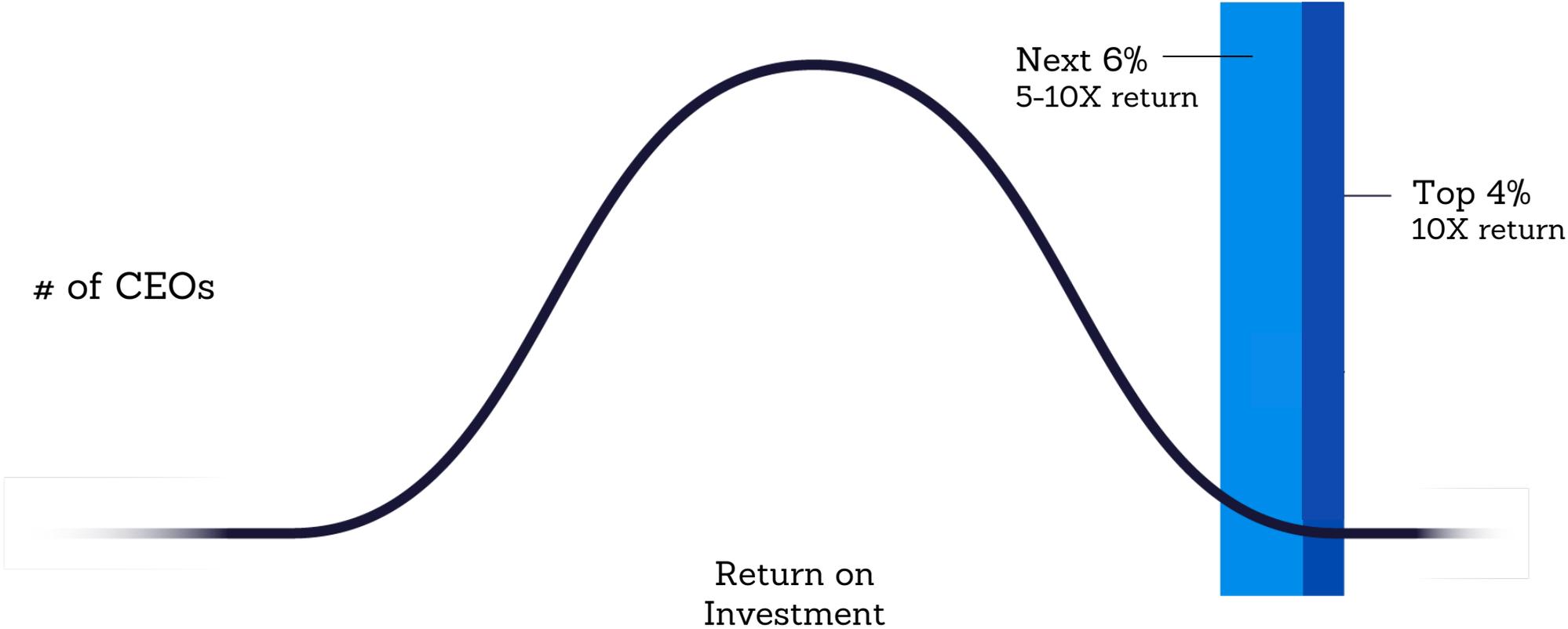
The combined intelligence of 60+ high-performing, venture-backed CEOs, such as:



And many more

The 10X Curve

Only 4% of venture-backed investments achieve > 10X returns



Source: Correlation Ventures, 21k funding rounds, 2004 to 2013

Purpose of the 10X CEO Program

To help **high-performing**, venture-backed CEOs build breakout products, markets, teams, and business models... and achieve **10X or greater returns**.

CEO Qualifications



Must be **nominated** by a top-tier venture firm or current 10X member CEO.



Must lead a company with **\$5–\$500 million** in annual revenue and **rapid growth rates**.



Must **demonstrate** the skill, desire, focus, and courage to function at a 10X level.



CEOs are Business Athletes

CEO skill is one of the most significant factors in building a valuable company.

CEO skill is **visible** and **quantifiable**. CEO skill can be practiced and elevated... if one has an athlete's mindset.

Most significant business challenges are really **CEO skill challenges**.

The “power law” of venture will require CEOs of the future to **study their executive effectiveness like an athlete**.



The 3 Personal Skills



The ability to **select** and **focus** only on the most **vital priorities** (3 or less) that unlock the primary constraint and makes the CEO's future job easier.

The motivation, skill, and practice to **learn** at an **accelerated rate** using expert networks and best practice frameworks.

Matching the right executive **skill** with the **work** to be done at each required stage of growth.

The 3 Business Skills

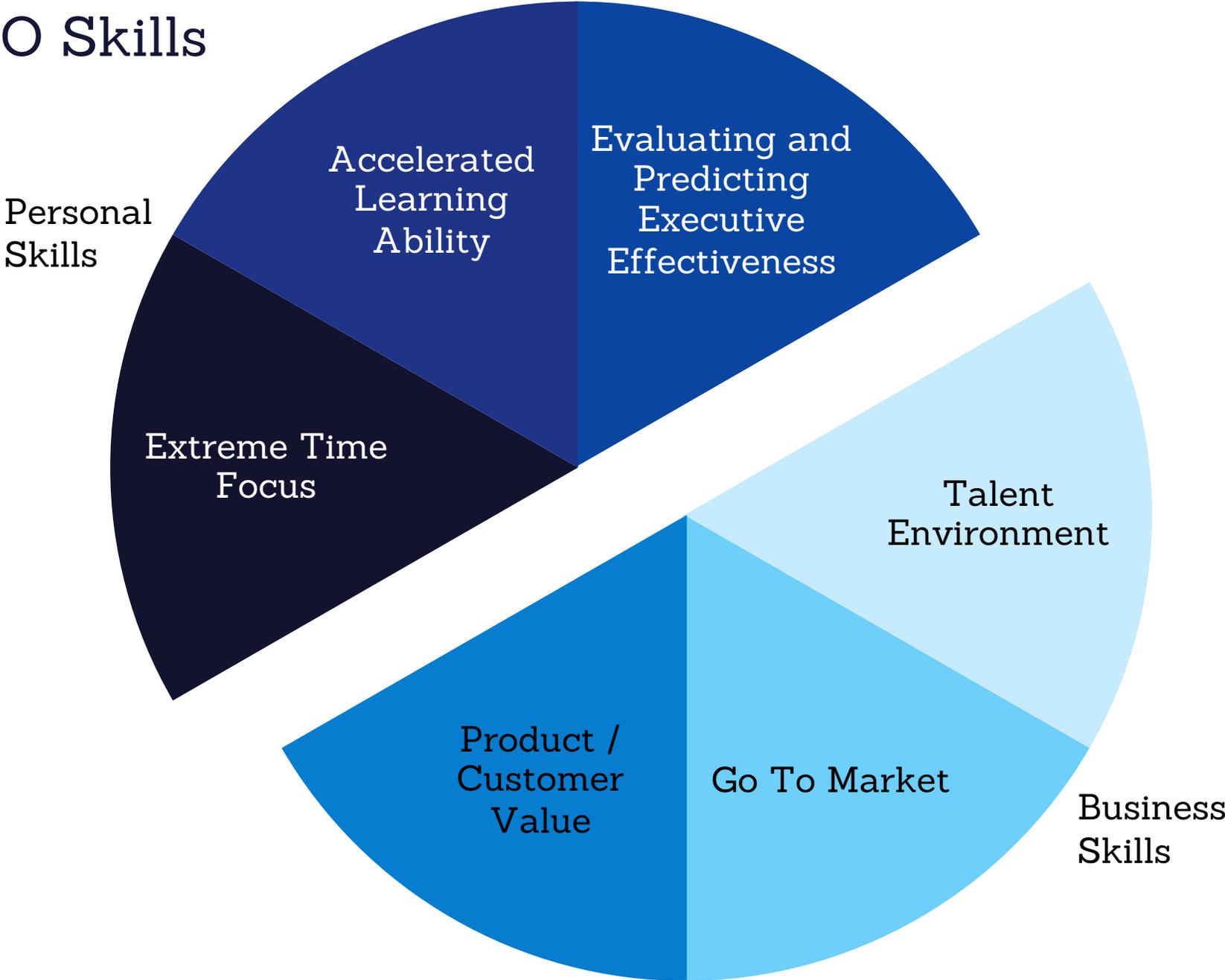
Crafting an elegant solution where enough customers can be **delighted** and **served** with significant profit.

Creating and refining processes where sales are **easier**, **predictable**, and **cost effective**.

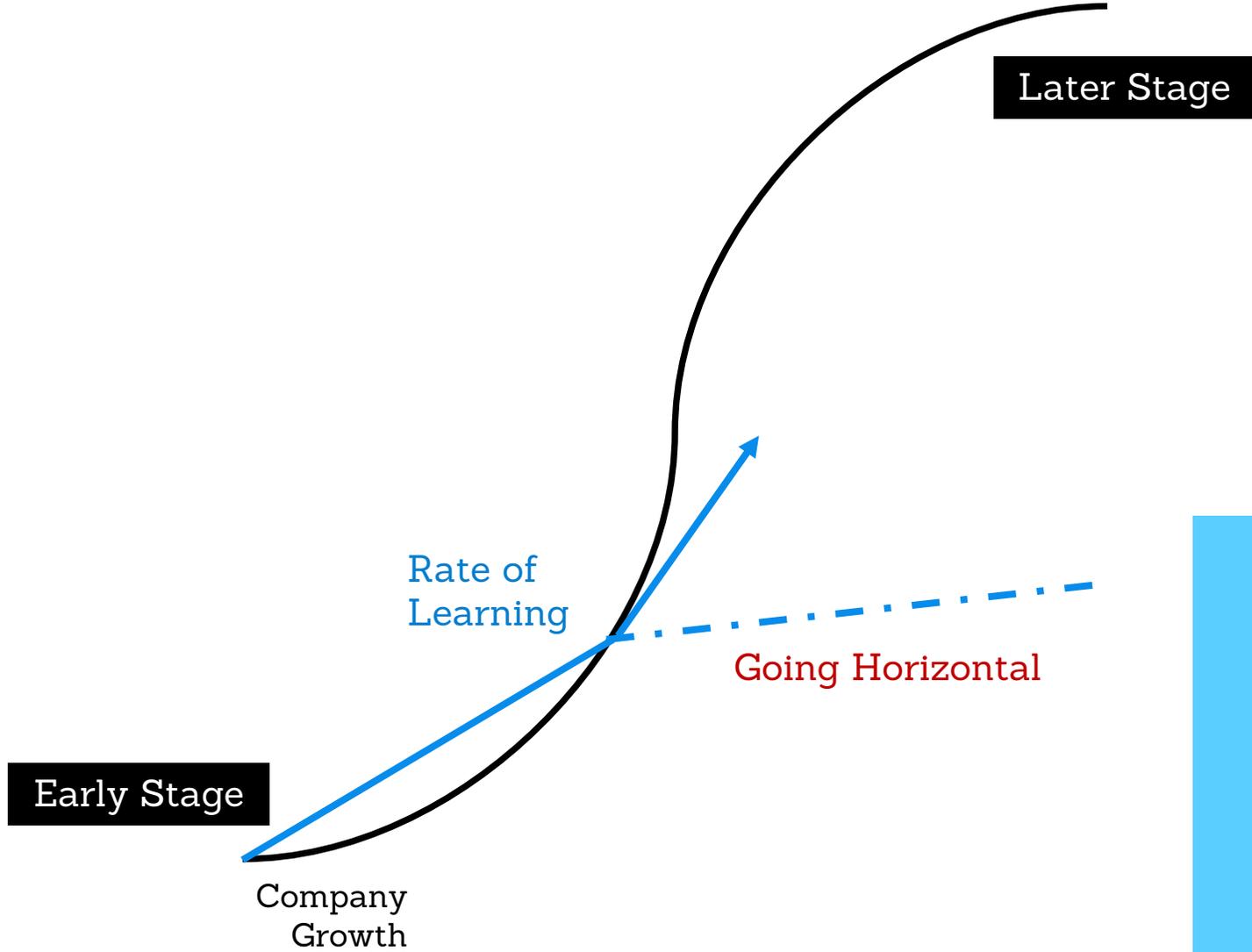
Creating a culture of **high-performing** individuals and teams.



10X Predictive CEO Skills



CEO Learning Requirements



“Companies will not achieve 10X returns if key executives start to go horizontal.”
- Jim Corbett

The 10X CEO Question

Will **you** and **your exec** team be able to stay on the **accelerated learning curve** required for a high-growth venture-backed business?

10X CEO Expected Outcomes



10X CEOs will **focus** their time more effectively and use accelerated learning frameworks to execute better and faster.



10X CEOs will achieve **10X financial outcomes** when compared with other venture-backed CEOs, which puts them in the top 4% of their venture-backed peers.



10X CEOs will achieve greater than **10X returns** on their fees and time invested in the program.

