Peacetime v. Wartime CEO

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| Peacetime CEO | Wartime CEO |
| Proper protocol leads to winning. | Violates protocol to win. |
| Focuses on big picture. | Cares about all details if it interferes with objective. |
| Defines culture. | Lets war define culture. |
| Contingency plan. | Go for it. |
| No profanity. | Purposeful profanity. |
| Expands market. | Wins market. |
| Tolerates deviations. | Completely intolerant. |
| Does not raise voice. | Rarely speaks in normal tone. |
| Minimzes conflict. | Heightens contradictions |
| Broad based buy in. | Does not indulge consensus and does not tolerate disagreement. |
| Big hairy audacious goals. | Too busy fighting enemy. |
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Some CEOS aren’t equipped to be both peacetime and war-time CEOs.