

...A Vision of Arete

The quest for excellence and achieving your highest potential.

In the proverbial 'nutshell', that's what the ancient Greek word 'Arete' means, and it is the driving force behind everything we do at CEOIQ®... It is a vision of encouraging everyone participating in our programs and courses to continually reach for excellence and achieve your highest potential.

CEO's, entrepreneurs, business owners, C-Suite leaders... the "Ownership Strategic Thinking" theme calls you to explore exactly what your 'quest for excellence' looks like and how you will achieve your highest potential over the next 5 or more years...

Arete was used as early as 800 BCE in Greece. Homer used it, so did Plato and Aristotle. Each of the timeless Greek writers and philosophers had a unique 'take' on Arete. There is no English language word or phrase that captures the full meaning of Arete exactly as it was used in Ancient Greece.

It's an 'old word' with new meaning for 21st Century Leaders. The concept that human beings have boundless potential and possibility is embodied in Arete...yesterday and today. For dedicated 'lifelong learners', Arete expresses in a single word that each of us is on a quest to actualize our possibilities and achieve highest potential...as we see it...from our unique individual perspective...without the judgments or considerations of others. And, with the support and caring of fellow-travelers on the similar quests.

The quest for excellence and achieving your highest potential is constantly challenging. It is always calling you to reach higher and bring out the best in yourself and everyone around you.

The Arete Diagnostic on the following pages is an opportunity for you to do some serious thinking about your unique journey. At CEOIQ®, this is the foundation of our Executive Coaching work with C-Suite Leaders. It's a great starting point for more engaged, authentic conversations with your team at your next Strategic Thinking session...

CEOIQ® Executive Coaching Resources...

...A Vision of Arete

...The Quest for Excellence...Achieving Your Highest Potential

Name	Prep Dates - Arete Diagnostic

My Vision...Where I want to be in 5 years...

What my Quest for Excellence looks like...Business, Professional & Personal...

Strengths that support me on the Journey of Arete...

What I want to work on...where I want to develop as a Leader...

What I want from the business during this 5 year horizon...

***What's most important to me over the next 5 years?
(Please rank these 5 items in order of importance – what are your priorities)***

_____ ***Revenue Growth;***

_____ ***Enterprise Value of the Business for an exit transaction;***

_____ ***Current Income and Distributions I can spend;***

_____ ***Family Employment;***

_____ ***Build a legacy that will be remembered after I leave the business.***

Please use the reverse side...or another sheet...to make notes about your rankings and choices, why they are important to you...

GoalSetting - the next 12-18 months

Financial Goals	Goal Description / Metric / Measurement	Accomplish By
Subjective / Non-Financial Goals	Goal Description / Metric / Measurement	Accomplish By

***My Hot Buttons...What I pay closest attention to...Am most concerned about...
...What's My "3 a.m. wake up call"?***

Hot Button	Description / What's Important or Concerning About It?

Scribble Page...Other notes and thoughts about my Arete Journey...

