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We Help CEOs & Leaders Build Healthier & Higher-Performing Teams That Deliver Exponential Results

The One Hire That Will Sink Your Company.

We've all hired for skills and regretted it.

Warren Buffett's very first rule for CEOs isn't about IQ or output. It's "Hire for Character First."

Why?

Because "intelligence and energy without integrity will destroy you."

Skills can be learned. Integrity is inherent. The wrong person in the right seat isn't just an expense; it's a structural risk.

How do you screen for character in your hiring process?

Warren Buffett's 7 Rules for CEOs

By Eric Partaker

1. Hire for Character First

Intelligence and energy without integrity will destroy you. The wrong person in the right seat is your most expensive mistake.

2. Protect Your Reputation Like It's Everything

It takes decades to build and minutes to lose. Act like tomorrow's front page is watching.

3. Stay Inside What You Understand

You don't need to know everything. You need to know where your knowledge ends.

4. Say No to Almost Everything

Every yes costs you something. Protect your focus like it's non-negotiable... because it is.

5. Think in Decades, Not Quarters

The best decisions look boring today and brilliant 10 years from now. Patience is a competitive advantage.

6. Admit Your Mistakes Quickly

Don't defend bad calls. Own them, learn, move on. Trust comes from honesty, not perfection.

7. Measure Success by the Lives You Impact

If nobody thinks well of you at the end, nothing else mattered. Kindness compounds forever.



[Seed The South Capital Summit \(May 18–19\)](#)

I'm serving on the Investor Committee for [Seed The South Capital Summit](#), taking place May 18–19 at Bank of America Stadium in Charlotte.

It's quickly becoming one of the best founder–investor gatherings in the Southeast, with about 500 attendees and strong showcases from early- and growth-stage companies.

A few things that stand out:

- **The Big Pitch**

Ten companies pitch live on stage for a \$100,000 investment from The Charlotte Fund.

- **Growth Stage Presentations**

20-minute CEO presentations from scaling companies. A super unique

element of this conference, offering a deeper, more operator-level look than the typical pitch format.

- **Startup Alley**

Early-stage product demos with strong founder representation across the Southeast.

- **The Setting**

Hosted inside Bank of America Stadium, with a closing celebration on the 50-yard line. Really high energy, but still focused on the right conversations.

There's also a **private, invite-only investor dinner** on opening night with a curated group of active VCs, family offices, and LPs.

If you're interested in joining that, you can request access here: [Invite Only Investor Dinner](#).

You can get your pass here: [Seed The South Pass Registration](#). Please use my code for a \$50 discount **STS26-LEADEFFECT50**

Let me know if you're planning to be there... would be great to connect onsite!

I will be speaking at "The Future" event on Saturday 4/18. I hope you can make it - please register at <https://lnkd.in/ecbHnVyg>

THE FUTURE

EXPECTATIONS. DECISIONS. OPPORTUNITIES.

A day-long fun and informative collaboration with connections and strategies from career professionals, business owners, coaches and educators who've built successful careers and sustainable business operations. First meetings can become life-long alliances.



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April 18, 2026, 8:30 am - 2:30 pm
 Holy Comforter Episcopal Church,
 2701 Park Road, Charlotte.
 Register at reddjobb.com/events.

Speaking Engagements

We Enjoy Speaking To Groups Such As **C12, Convene, Vistage, EO, & Anyone Who Wants To Learn More About Effective Leadership & Building High-Performing Teams.**

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