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**We Help Founders, Business Owners, & CEOs Build Teams
That Lead Themselves.**



I Will Be Co-Facilitating A New Co-Starters Program at the Hurt Hub in Davidson

Applications are now open (and spots are filling quickly) for our Fall 2026 CO.STARTERS cohort!

CO.STARTERS is a 10-week, cohort-based program that equips aspiring entrepreneurs with the insights, relationships, and tools needed to turn ideas into action and passions into sustainable, thriving businesses.

CO.STARTERS might be for you if...

- You have an idea you're excited to explore
- You're willing to question, shape, and fine-tune that idea
- You thrive in small-group interaction and collaboration
- You want a deep understanding of what it takes to be an entrepreneur



Sept 15- Nov 17



Tuesday evenings, 6–9 PM



The Hurt Hub@Davidson

Limited spots available! Apply now at <https://lnkd.in/g/TcW4nV>

The 6 Decisions That Define a CEO

By Eric Partaker

1. Who You Hire

One wrong hire drains the team. One right hire elevates everyone. This decision compounds more than any other you make.

2. Who You Fire

Keeping the wrong people is a decision too. Every day you wait, your best people wonder why. They're watching.

3. What You Tolerate

Low standards spread fast. What you accept today becomes normal tomorrow. Culture isn't built by words. It's built by what you allow.

4. What You Say No To

Every yes costs you something. Strategy isn't just what you choose to do. It's mostly what you choose not to do. Protect your focus.

5. Where You Spend Your Time

Your calendar reveals your real priorities. If it doesn't match your goals, nothing else will. Time is the one resource you can't get back.

6. Who You Are When Things Get Tough

Pressure reveals character. Your team won't remember the wins as much as how you showed up in the hardest moments.

Getting great results doesn't start with your goals. It starts with having a healthy, high-performing team.

At the Leadership Effectiveness Group, we consistently see highly capable executive teams struggle with internal friction, unclear communication, and low accountability. Overcoming these dysfunctions requires intentional leadership—which is why the choices you make every day are so vital.

Whether you are a CEO or a team leader, your effectiveness is defined by these six critical areas:

- 1** Who You Hire: Building a cohesive team starts here. "One wrong hire drains the team." Protect your culture by bringing in humble, hungry, and smart team players who align with your core values.
- 2** Who You Fire: Tolerance for toxic behavior destroys trust. "Every day you wait, your best people wonder why." Meaningful accountability is an act of care for your high performers.
- 3** What You Tolerate: "Culture isn't built by words. It's built by what you allow." To overcome dysfunction, you must engage in healthy debate and hold each other accountable to high standards.
- 4** What You Say No To: Aligned strategy requires focused execution. "Strategy... is mostly what you choose not to do." Are your leaders 100% aligned on the most important company-wide priorities?
- 5** Where You Spend Your Time: Your calendar reveals if you are truly invested in your team's effectiveness. Time spent building vulnerability-based trust and team cohesion is never wasted.
- 6** Who You Are When Things Get Tough: "Pressure reveals character." During complex challenges, your team looks to you for clarity, stability, and a reminder of your shared mission.

We believe in providing practical, actionable steps rooted in real-world business outcomes over theory. If internal dynamics are holding your organization back, start reflecting on these six decisions today.

Do you have a strong foundation of transparent trust across your leadership team?



I was in a room recently with a leadership team that could recite their strategy from memory. All six of them, nearly word for word.

Then I asked what the single most important priority was for the next 90 days. I got six different answers.

That is the gap I see most often. It doesn't show up in the strategy deck. It shows up in meetings that go in circles, decisions that get made and then quietly revisited, and a team that looks aligned in the room and isn't once everyone goes back to their desk.

We just relaunched leadeffect.org, and I wanted the site to speak to that reality rather than around it.

You'll find how we run a 90-day engagement anchored by a two-day off-site, the assessments we use to find where a team is actually stuck, case studies from the work, and the people behind it who bring depth I rely on every time.

If your team can recite the strategy but can't agree on the priority, take a look: <https://leadeffect.org/>

And if you want to talk it through, there's a Schedule A Call button on every page. No agenda beyond being a helpful guide.

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.**

[Book A Meeting](#)



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