

The Director Coach - Situation

CEO is one of the most demanding jobs. Age range has been declining rapidly. Hence – a “training gap.”

Rate of technology growth (Bay Area) continues to increase. Often a single individual has the game in his/her head - the natural choice for CEO.

At the same time, a reasonable number of individuals who have “graduated” from the CEO ranks have significant energy and appetite for participating.

Ideal Scenario – Technology Genius & Coach/Wisdom – Brook Byers

War Stories

- RCA Labs – CMOS – Sarnoff – Curve Tracer ----- Surface States
- Motorola – 6800 vs. 8080 - Attack them – They respond – Both Win
- Motorola – Liquid Crystals (Heilmeyer) – Pass - Too Conservative
- GE – Welch ('74) – Recession – What to do? – Go Deep/Hire Next Day
- GE – 1976 – CT What? – C/T Tie – YGE (YHP) – China - #1 World
- Dasonics – MRI – Noyce/Rock – Class Action – Thrive - #2 World
- Toshiba – TMC – 2 yr stop – Pay Commissions – Dasonics MRI
- EchoPixel – It All Comes Together – Tech/Mktg/Strategy/Int'l

CEO – HIGH 5

- People Selection & Development – “It’s all about people” (A.Rock)
- Vision Participant – Lead, Facilitate, etc.
- Ability to “Go Deep” – vision, strategy, C/T Tie
- Network Builder – the key to Leverage.
- Intuition – “A most important thing” (A.Einstein, S.Jobs)

Director Coach - High 5

- People development (Jack Welch – GE).
- Demonstrated depth in several areas.
- An “infinite” rolodex – Network Links.
- Appreciation of the Cognitive/Intuitive Knowledge model & other Strategic Thinking Tools.
- Capability to “insure” the CEO doesn’t Trip or Fall.

Tools - a Weapon for Success

- There are an “infinite” number of management tools.
- Having a “Kit of Tools” is the key – the 80/20 rule applies – provides for focus/deep learning – wisdom.
- Tools become the “language” between Coach, CEO & Team – enabling the facilitator.
- Intuition drives: “The Right Tool for the Right Job”
- The facilitator **MUST** facilitate – with the questions!

The right tool for the right job

- (1) Real-Win-Worth - an overview of the fundamental questions for investment. Impressive in its simplicity and “completeness.”
- (2) Vision Statement = Purpose (Where you want to be) + Mission (Key strategies to achieve the Purpose).
- (3) 2x2 = For positioning products (growth vs. profit) or competition (technology vs. markets).
- (4) Core = Indicates how partners will assist in expanding the core - the jewel of the company.
- (5) Sheet of Music = the organization growth over time - it's all about people!

Benefits of a “Tool Kit”

- (1) Allows management to participate in construction and/or tweaking of the tools.
- (2) For multiple products/businesses, the team can immediately apply “the right tool for the right job.” Is it “checkers or chess?”
- (3) Based upon checkers or chess the team knows how to “play the story.” This improves upon confidence of the speaker and the impression given to the viewer.
- (4) Deep Learning by the team takes place rapidly since the frameworks are known and one doesn’t have to “go back to the drawing board.”

Real-Win-Worth (ex. Equine)

REAL (Market/Product) –

Market: **G**lobal, highest level of quality.

Product: Standing CT Scanner, visualization using Interactive Virtual Reality (vs 2D views).

WIN (Technology/Company) – Development Partners (DP) - experts in product design, development and market entry (Triple Ring & EchoPixel).

Customer Partners (CP) - Experts: UC Davis; Texas A&M; Hong Kong Jockey Club,

Triangle Strategy – creating a DP, CP combination - the expertise for a clear path for Clinical/Technical Tie.

WORTH (Customers/Stakeholders) – Customers: improved patient outcomes at significant gains in ROI. Stakeholders: rapid growth, high level business performance, early in company's life cycle (NY Times).

Vision Statement = Purpose + Mission

Purpose – Integrate proprietary scanners & advanced visualization technologies to provide leadership in the Equine market.

Mission – to attain the Purpose, the following strategic efforts will be achieved:

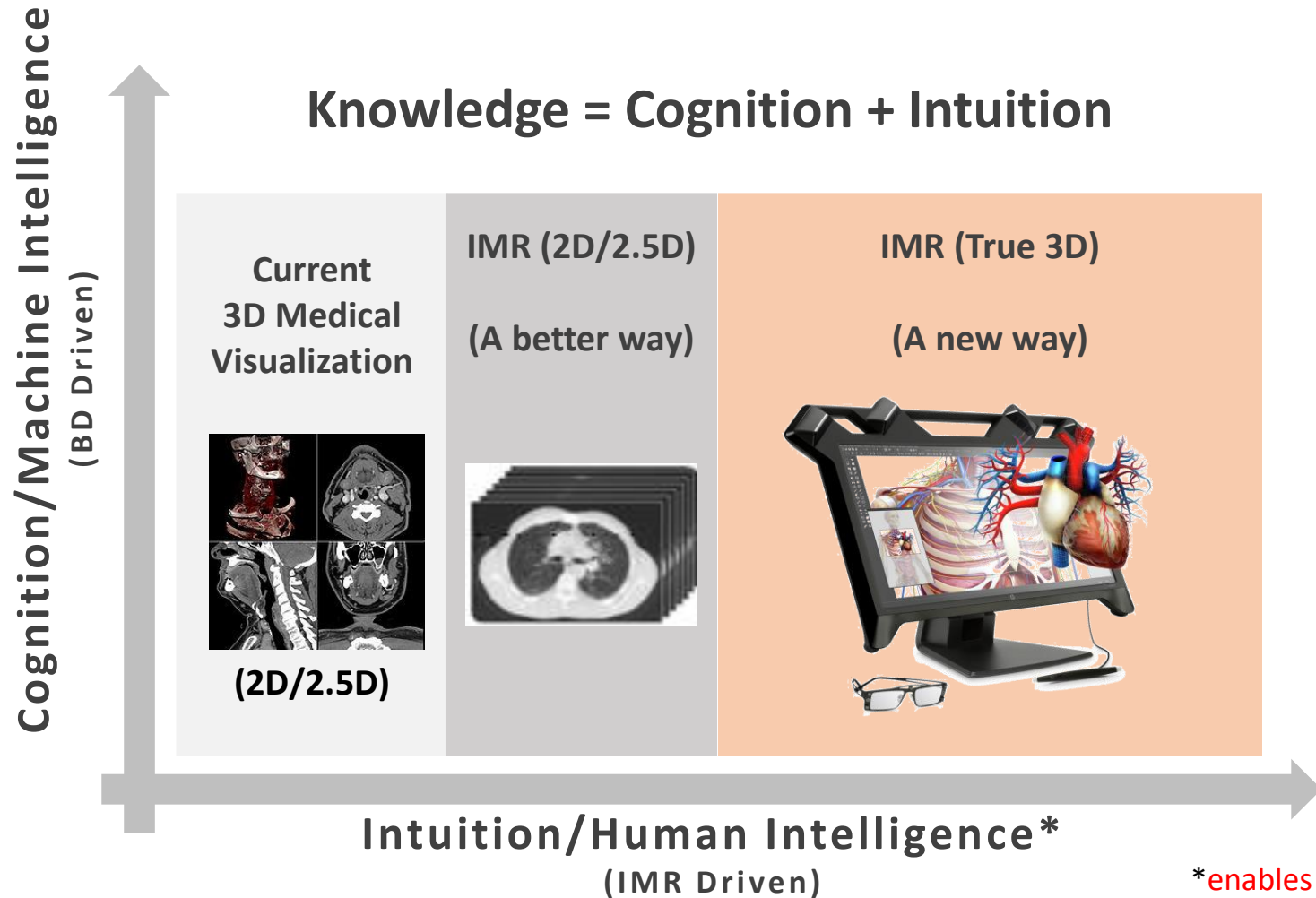
Combine Principle Imaging's Linear Scanner knowledge with the best sensors in the industry (e.g. Hamamatsu) to create a Total Spine Imager – target of 2Q'20.

Establish a distribution partner (e.g. MARS) that can benefit in present market segments in addition to the Equine Market.

Utilize an advanced visualization partner that has proven technology attainment in increasing patient outcomes (e.g. EchoPixel's IMR).

Achieve early stage profitability by marketing existing elements of (1-3) with ready partners (e.g. Hallmarq).

The Knowledge Model



*enables increased cognition via structure

The Bottom Line

The Director Coach process:

Can't be Random!

Requires Structure!

Driven by Wisdom!

Thank you for attending!

ron@echopixeltech.com