

# The CEO Edge

Nancy MacKay's e-newsletter  
*exclusively* for CEOs and Executives

Issue 2 10/26/09

## Ego-talk in the boardroom can undermine CEO success

All CEOs want to demonstrate their competence to their directors. And having a healthy confidence in oneself certainly helps in this regard.

However, some leaders let their egos run wild, which creates ego-talk -- the blaming and judging of others, whether out loud or to oneself, which stems from a strong need to look good and be right.

Being a great CEO is all about self-management, and one of the most important things a leader needs to keep in check is his or her ego.

Leaders with loud ego-talk come across as arrogant and dismissive, hurting relationships and certainly doing little to build and nurture associations that are vital to corporate success.

### Three tips to minimizing ego-talk:

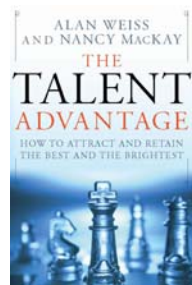
1. **Listen attentively.** When you interact with your board (and others), 80% of your effort should be to listen
2. **Ask for feedback.** Ask your board members for information on your strengths and opportunities for improvement
3. **Show respect.** Never say anything negative about a board member.

It's all about making connections and valuing the contributions of others. Assuming you have to appear all-knowing, all the time will result in lost potential throughout the organization.

### [Read more...](#)

Related book: [The Four Agreements - A Practical Guide to Personal Freedom](#), by Don Miguel Ruiz. Learn about self-limiting beliefs and create your own simple yet effective code of personal conduct.

## It's Official! *The Talent Advantage* is launched at Business in Vancouver event



Nancy recently launched her new book to an enthusiastic crowd at a breakfast reception hosted by Business in Vancouver newspaper.

Co-authored by Dr. Alan Weiss, [The Talent Advantage: How to Attract and Retain the Best and the Brightest](#) offers executives critical strategies to inspire, motivate and hang on to their key people.

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## CEO Forum News

Our Toronto CEO Forum was launched on September 30, 2009 with five charter members. We will also be launching our latest Vancouver chapter on November 18, 2009. We now have over 100 CEOs participating in one of our forums.

If you are a CEO and would like to learn more about the many benefits of our CEO Forums, please [contact Nancy](#).

### [More details...](#)



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### What's new with Nancy



## It's a celebration!

It's hard to believe it has been 10 years since MacKay & Associates was first formed. Since then, we have been a part of many, many success stories and have formed lasting relationships with clients around town and across the globe.

To commemorate this event, we are hosting a **Customer Appreciation and 10th Anniversary Celebration**. Please join us and celebrate. We couldn't have done it without you!

November 18, 2009

5-7 pm

[Invitation and further details.](#)

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