

Mind Your Own Business: Top 2012 Tips for CEOs

Vancouver BC, December 2, 2011: While 2011 may have been a tough year for Canadian businesses, CEO coach Dr. Nancy MacKay is warning that 2012 is going to be even more challenging for corporate leaders. MacKay says that CEOs that get ahead in 2012 will succeed or fail based on three trends she's identified by working with Canadian business leaders.

MacKay runs CEO peer groups across the country to help talk CEOs through their toughest corporate challenges. By talking with other CEOs about their worst fears and greatest successes, MacKay has identified these three success defining trends for 2012:

CEOs need to mind their own business.

In tough times, CEOs get hung up on being "firefighters" who help extinguish day-to-day emergencies. That's not their job. CEOs must leave their team to fight the day-to-day fires so they can stay focussed on leading the organization and creating new business.

Top talent needs your time.

The adage is true: "when the going gets tough, top talent gets going." High performance workers are more in-demand than ever when business slows down. In tough times, too many CEOs think they need to spend their time with others further down the corporate ladder. Instead, they should be concentrating on their best talent, preventing them from being poached away by the competition. Successful CEOs make a point of spending time to engage with and reassure their best performers.

Keep your head in the game, stay focused.

Tough economic times bring out the worst of the naysayers and just like top talent, CEOs need reassurance, too. By surrounding themselves with people focussed on success, CEOs can avoid being absorbed by negative news and concentrate on keeping their head in the game. That's where the peer groups come in handy. The CEO's role is to lead the organization to success, not obsess over possible failures.

"When we look at which companies were successful and which failed in 2012, I'll be looking at how their CEOs performed in each of these three categories," said MacKay. "These are all tips that can help any organization at any time, but in 2012, there's a heightened sense of urgency, something many CEOs haven't felt in a decade."

MacKay & Associates currently coaches 200 CEOs and executives across Canada. The company plans to grow to 500 CEOs and executives across Canada by 2015

Nancy MacKay is the co-author of "*The Talent Advantage*", a former professor and keynote presenter and has worked directly with hundreds of CEOs and senior executives around the world over the last decade. For more information about MacKay & Associates visit www.mackayandassociates.ca

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