

OLIVIA JENKINS CONSULTING



WORKBOOK

ELEVATING YOUR  
CEO *mindset*



# ELEVATING YOUR CEO MINDSET

Business is 80% mindset, 20% skill. To truly run your business with confidence and make it big in your industry, it's important to not overlook your mindset.

One of the challenges I see business owners come across frequently is the transition from an employee mindset to a CEO mindset. Business ownership is very different from a corporate setting — as is the mindset required.

For some CEOs, mindset is actually the thing that prevents them from reaching their goals. Because they aren't able to fully understand why their thought patterns are harmful, they are stuck forging ahead with a mindset that doesn't serve them, eventually leading to plateaus and other problems later on in business.

This worksheet is designed to help you explore your current mindset and identify potential blocks and areas of improvement, so that you can start working towards shifting your beliefs and stepping into a stronger, more successful CEO mindset.



# WHAT IS AN *employee* MINDSET?

An employee mindset is the set of thought patterns and beliefs that belong to many employees who work in a typical corporate environment. There are a few defining characteristics of an 'employee mindset.'

- An employee mindset is focused on the 'here and now.' As an employee, you are usually focused on completing the task or project at hand. You don't have much involvement in the deeper strategy behind the business or how it will execute its longer-term plan. The employee mindset excels in the short-term, but action without long-term direction doesn't go very far.
- An employee mindset makes you feel that you cannot make decisions without approval, or until you are qualified enough. This can occasionally manifest as imposter syndrome — that voice in the back of your head that makes you doubt your abilities and feel like a fraud.
- An employee mindset equates value to how much time is spent working. Instead of thinking about how to bring in more income while working less, you may try to take on as much work as possible to make money.



# WHAT IS A CEO MINDSET?

A CEO mindset is the thought patterns, beliefs, and behaviors that most CEOs possess. It differs from an employee mindset in a few ways:

- A CEO mindset plans for the future and considers not only the big-picture vision of a business, but exactly the steps that must be taken to achieve it. As a CEO, it's your job to balance how your everyday business operations tie into a clear strategy that will help you bring your vision to life.
- A CEO mindset doesn't allow fear or insecurity to take over. Instead, trust yourself to use your freedom to make decisions that will propel your business forward. You know what's best for your business — believe in yourself.
- A CEO mindset understands that time and energy are your most valuable assets. Instead of overwhelming yourself with work, a CEO mindset will allow you to get creative about your business model and create different types of revenue streams.





# HOW TO TRANSITION FROM AN EMPLOYEE MINDSET TO A CEO MINDSET

It can take time to fully shift from an employee mindset to a CEO mindset, especially if the employee mindset has been ingrained for many years.

However, there are some steps you can take to start elevating your CEO mindset and bringing that energy into your business.

## **SET ASIDE TIME TO PLAN**

As simple as it may seem, planning is a crucial part of creating a long-term direction for your business. Start thinking about what your goals are and develop a rough timeline as to when you'd like to achieve them. From there, you can create a strategy (or work with an expert to develop one) that will allow you to plan for those exact goals in a way that's aligned with your business.

## **HIRE A BUSINESS COACH**

If you find that your mindset consistently keeps you from making progress or achieving your business goals, it may be time to hire a business coach to help you dig deeper into your mindset. I take a whole-of-business approach with my coaching clients that places an emphasis on how mindset and business intersect.

## **JOURNAL PROMPTS**

Journaling has been proven to improve mindset and increase self-discovery. I've included journaling prompts that you can answer below to help you learn more about your current mindset.

# JOURNAL PROMPTS

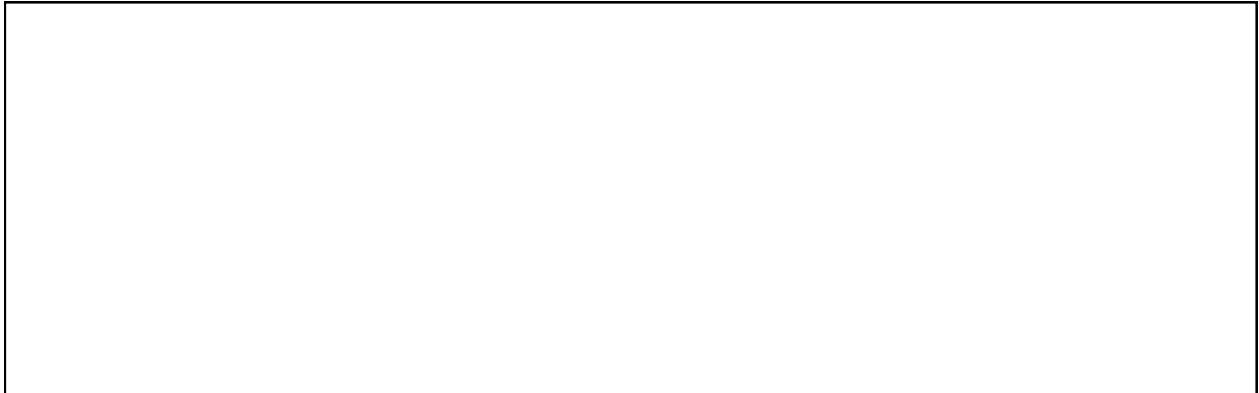
How would you describe your current mindset? Do you relate more to an 'employee mindset' or a 'CEO mindset' at present? Be as specific as possible.

List three negative thoughts you currently have that you would like to change. What emotions do these thoughts bring to the surface?

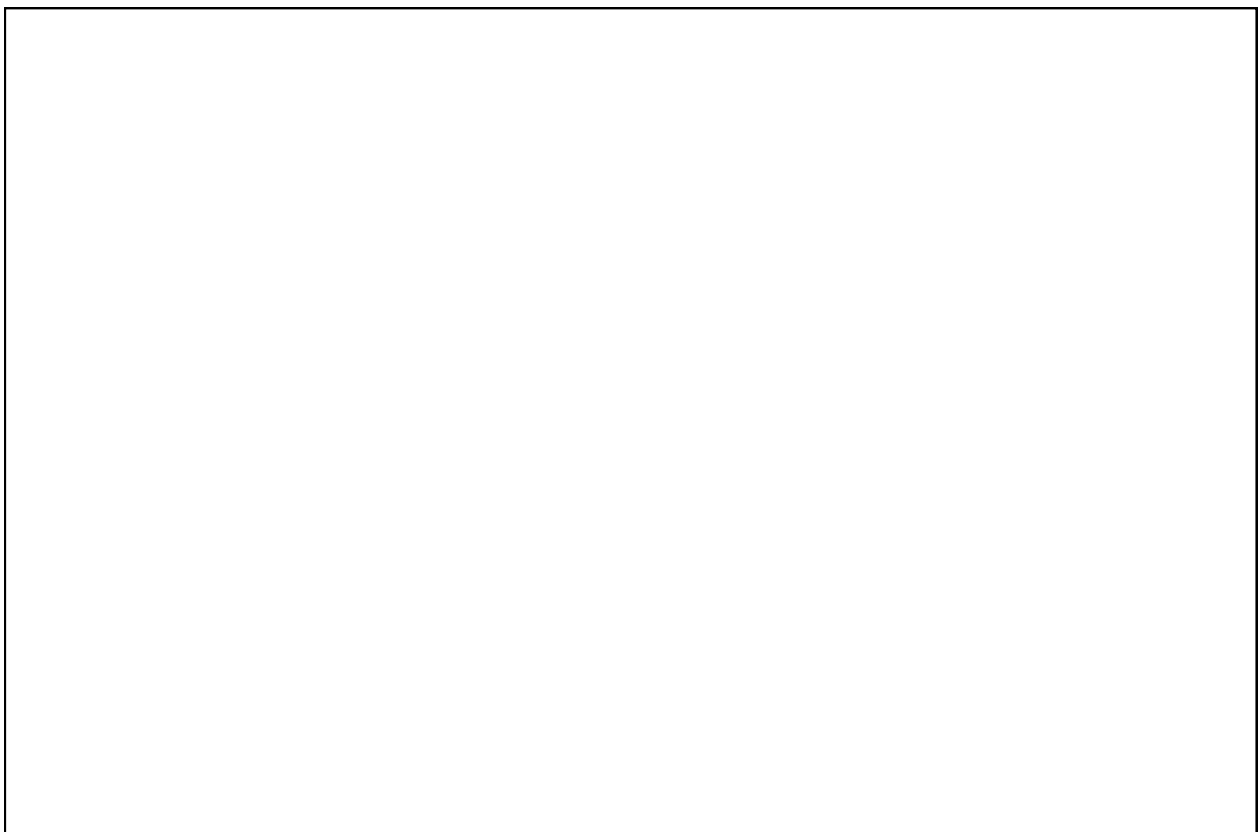
Where are these thoughts coming from? What event or time in your life can you think back to that may have caused these beliefs?

# JOURNAL PROMPTS

Where would you like to be in your business in 12 months? How might these negative beliefs keep you from reaching that goal?



What are three actionable steps you can start taking to create a plan for your business? Consider what your dream business model looks like broken down into smaller tasks and projects. For example, if you want to sell digital products, what do you need to do to make that happen? (If you have no idea where to start, this may be a sign to bring on an expert.)



# JOURNAL PROMPTS

Create a list of your best business qualities in the form of “I am...” statements. Consider what makes you stand out, the way you approach business, how you interact with clients, and what your strengths and skills are. These are your affirmations — whenever you’re struggling with imposter syndrome, use this list to remind yourself that you are qualified and capable.

**I AM...**

**I AM...**

**I AM...**

**I AM...**

**I AM...**

**I AM...**

**I AM...**

**I AM...**



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**THANKS FOR USING THIS FREE RESOURCE.**

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