



Institut de Formation à Distance

ONLINE ENGLISH COURSES

LICENCE 2 : CHAPTER 6

Presentation of trainers

Course designers

- Cheikh Tidiane GNING



Description of the course

- The English course aims at preparing students to professional life through the acquisition of knowledge and skills that allow them to communicate proficiently.
- For that purpose, the course is based on providing students with skills which allow them to use ESP (**English for Specific Purposes**) which focuses on business and management vocabulary items and certain principles in this field.



Prerequisites and objectives

- **Prerequisites**

Students should have completed L1 English course

- **Objectives**

This course aims at providing students with the necessary skills to express themselves in English, specifically in their conversations, opinion sharing etc.

ESP courses will allow students to understand and use the appropriate lexical items and expressions related to the field of Management, with a specific emphasis on Organizational Resource Management.



- **CHAPTER 6**
- **The Chief Executive Officer
(CEO)**



Topics and Skills

- **CHAPTER 6: The Difference between Leadership and Management**
- **Course designers**
Mr. Cheikh Tidiane GNING
- **Specific Objectives:** This course aims to equip students with the required knowledge in the field of Human Resources and Organizational Management. By the end of this chapter, students will be able to know the main duties and responsibilities of a Chief Executive Officer.

CEO DUTIES & RESPONSIBILITIES?

- The Chief Executive Officer (CEO) has overall responsibility for creating, planning, implementing, and integrating the strategic direction of an organization. This includes responsibility for all components and departments of a business.
- It is also the responsibility of the CEO to ensure that the organization's leadership maintains a constant awareness of both the external and internal competitive landscape, opportunities for expansion, customer base, markets, new industry developments and standards, and so forth.

CEO Duties & Responsibilities (ctd)

- **CEO Duties & Responsibilities**
- The job duties of a Chief Executive Officer (CEO) in a company or organization vary depending on [the organization's mission](#), product, [goals](#), and operational needs to stay profitable. Duties also vary depending on the size of the organization and the number of employees, among other factors. In general, these responsibilities include:
 - Creating, communicating, and implementing the organization's vision, mission, and overall direction
 - Leading the development and implementation of the overall [organization's strategy](#)
 - Soliciting advice and guidance, when appropriate, from a Board of Directors
 - Formulating and [implementing the strategic plan](#) that guides the direction of the business or organization.
 - Overseeing the complete operation of an organization in accordance with the direction established in the strategic plans
 - Evaluating the success of the organization in reaching its goals
 - Looking at potential acquisitions or the sale of the company under circumstances that will enhance shareholder value
 - Representing the organization for civic and professional association responsibilities and activities in the local community, the state, and at the national level
 - Participating in industry-related events or associations that will enhance the CEO's leadership skills, the organization's reputation, and the organization's potential for success.



CEO Duties & Responsibilities (ctd)

- The CEO is always the highest-ranking executive manager in an organization and has responsibility for the overall success of the organization, and is the ultimate decision-maker for a business. And, while the daily tasks of each chief executive vary, it is the overall vision of the position that provides the framework for the functionality of all departments.
- Leading, guiding, directing, and evaluating the work of other executive leaders, including presidents, vice presidents, and directors, depending on the organization's reporting structure, is also part of the job. In the process of leading these senior leaders, the CEO makes certain that the strategic direction the CEO filters down through the organization to ensure its achievement.
- Additionally, the CEO must ensure that the organization's leaders experience the consequences of their actions whether [through reward and recognition](#) or [performance coaching](#) and [disciplinary actions](#). Without responsibility and accountability that is actively expected and reinforced, the CEO will fail to attain desired success and profitability.

CEO SKILLS & COMPETENCIES

- **CEO Skills & Competencies**
- To be successful in this role, you'll generally need the following skills and qualities:
- **Interpersonal skills:** CEOs need to form good relationships with other leaders in the company and get significant input from the organization so that there is little pushback regarding strategic decisions and direction.
- **Analytical skills:** CEOs must participate in evaluating the success of the organization in reaching its goals. They must make sure that each strategic goal is measurable.
- **Leadership skills:** CEOs must demonstrate the leadership necessary to make the organization's mission a success. This includes providing [vision](#) direction, attracting followers, and all other aspects of successful leadership.
- **Management skills:** The CEO is responsible for creating a culture of learning to help enhance and grow the skills and abilities of employees. When significant players continue to learn and grow the organization truly succeeds.



Assignment

- This is a follow-up activity to help you master and practice some of the notions and principles studied in this course.
 1. Give 3 main duties & responsibilities of a CEO.
 2. What are the major qualities of a good CEO?
 3. To be successful, list four major skills CEO need to have.
 4. Why are good leadership qualities usually associated with successful managers?
 5. Give examples of three successful CEOs at the international level.

