

| STOP means "unacceptable." | CAUTION means "workable, but with issues" |
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| GO means "Acceptable" | WOW means "exceptional." |
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| ATTRIBUTE OF YOUR EXECUTION MASTER CANDIDATE | STOP | CAUTION | GO | WOW |
|---|------|---------|----|-----|
| GENERAL ATTRIBUTES OF CANDIDATE | | | | |
| 1 Domain experience | | | | |
| 2 Prior successful working-relationship with Vision Master | | | | |
| 3 Can tolerate Vision Master abrasiveness, ego, and arrogance (if present) | | | | |
| 4 Personal traits are appropriate for business * | | | | |
| The execution master's leadership style matches business model | | | | |
| 6 Willingness to be held accountable by Vision Master | | | | |
| ALIGNMENT AND MOTIVATION | | | | |
| 1 Understands and is passionate about company mission | | | | |
| 2 Personal and business values are aligned with Vision Master | | | | |
| 3 Proper motivation (to create a company and achieve vision, not get a job) | | | | |
| 4 Will accept a COO or President title if Vision Master retains CEO role | | | | |
| 5 Will accept a minority ownership position | | | | |
| OPENNESS TO RAPID CHANGE AND CONFLICT | | | | |
| 1 Coachable | | | | |
| 2 Open to creating a culture of learning and continuous improvement | | | | |
| 3 Willingness to express disagreement with Vision Master | | | | |
| Open to processes for continuous innovation to be led Vision Master | | | | |
| ABILITY TO GET THINGS DONE | | | | |
| Expertise in hiring and team building | | | | |
| 2 Willingness to delegate and impose accountability | | | | |
| 3 Detail oriented | | | | |
| Master of tactical (short and mid-term planning) | | | | |
| Master of risk-mitigation and defensive planning | | | | |
| RELATED VISION MASTER ATTRIBUTES | | | | |
| 1 Awareness of his/her limitations as leader | | | | |
| 2 Ability to trust an Execution Master (if it's someone he/she respects) | | | | |
| 3 Willing to learn processes that enable trust and delegation | | | | |
| 4 Willingness to delegate to Execution Master | | | | |

