



Hi Eduardo,

I recently had three separate conversations with newly appointed CEOs, and each one expressed a similar frustration: *"Everyone keeps asking for my 100-day plan, but I feel like I'm still figuring out the right questions to ask."*

It's a classic catch-22. Stakeholders want to see your roadmap, but you need time to understand the terrain before you can chart the course. The pressure to appear decisive can push new CEOs into creating overly rigid plans that become obsolete within weeks.

Here's what I've learned from guiding hundreds of CEOs through their transitions: the most successful leaders don't create perfect plans—they create adaptable ones.

The key insight? Your transition plan should be more like a compass than a map. It should guide your overall direction while allowing you to adjust your route as you learn more about the landscape.

The goal is to receive the full series of what the future brings.

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