

Stepping into the CEO role

There's no one way to be CEO, only the way that's authentic to you. To set you up success from the start, you'll want to intentionally design your approach to the job and how you'll step into it. To do this well, you'll:

Prepare yourself to lead brighter

Inner work

You've personally connected with your company's purpose and know the brighter future you want to use your platform to create.

Daily habits & routines

You're deliberate about and doubling down on the daily routines and habits that will keep you grounded and energized on the journey.

Your support network

You've activated the people — personal and professional — you'll rely on to help you be your best.

The CEO role

You're clear on what the job of CEO means to you and have articulated the key leadership principles and behaviors you'll use to lead.

Create a healthy leadership culture

Your Board

The Board is aligned on your initial path forward and how you'll work together. You're working toward authentic, trusting relationships with critical Board members, particularly with the Chair.

Your leadership team

Your top team is in place: committed, capable, and energized to lead with you. You've set the tone for how you'll lead together.

The broader ecosystem

You're actively building external relationships and strengthening your credibility with prioritized influencers and external groups.

Design the path forward

Priorities & planning

You've identified the critical priorities to focus on first. You've outlined the brighter future your company will create and the path to bring it to life.

Execution model

You've clarified and staffed your starting organizational model.

Operating rhythm

You've aligned key leadership groups and organizational activities to drive even greater creativity and execution.

Lead others with intention

Your story

Your leadership story is clear and you're sharing it consistently in an authentic, engaging, and human way.

Comms & engagement

You've engaged in genuine dialogue to help the people in your organization move through this transition and get them excited about you and this next chapter.

Amplify your impact

Your external platform is clearly defined and you're ready to use it to drive change within your industry and beyond.



Tournesol is a leadership consulting firm that partners with CEOs, senior leaders, and their teams using a unique model called lead brighter.™

When you lead brighter, you harness your platform — people, power, influence, and money — to create a brighter future, one filled with shared prosperity, equality, connection, discovery, beauty, and joy. Using our innovative set of tools, you'll spark new offerings, experiences, and business models to generate growth and profits, while making a measurable impact on people's lives.

Connect with us to learn how to lead brighter.

leadbrighter.com

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