

Become the CEO of You, Inc.!

The term Chief Executive Officer may trigger thoughts of corporate leaders responsible for keeping their enterprises financially stable. But Susan Bulkeley Butler, a former managing partner at Accenture, suggests that we are all CEOs of our personal lives and finances. “Make things happen **for** you, don’t just let them happen **to** you” is the central message of her book *Become the CEO of You, Inc.* **Purdue University Press, 150 pps.** By applying the same principles in managing our lives that corporate leaders use in managing their companies, financial security becomes a realistic goal rather than a hopeful dream. Ms. Butler structures her ideas around her Make-It-Happen Model:

- **Create your vision:** One can’t attain success without first determining what success will look like. For some, this may be a paid off mortgage while for others it may be a secure retirement.
- **Build your team:** Every CEO relies on input from a knowledgeable board of directors. Similarly, each of us should nurture relationships with wise individuals in our lives. These may be family members or trusted friends and advisors.
- **Develop your plan:** Every successful company begins with a business plan which provides a detailed roadmap to the ultimate vision. In our personal lives this may entail selecting a regular savings plan or learning new skills.
- **Navigate your journey:** Sometimes life throws curveballs but successful CEOs adapt and adjust. Flexibility and creativity are vital characteristics of every successful leader - including the CEO of You, Inc.

Your Employee Assistance Program can be a vital source of information and guidance in helping you manage You, Inc. Some examples:

- **Tools for Tough Times:** Log on to your EAP Information Resources Website for immediate assistance in managing a budget, saving money on gasoline, home energy and food purchases. Even small, incremental savings will provide you with additional dollars which increase your cash flow or can be invested in interest bearing accounts.



- **Financial calculators:** While exploring your Information Resources site, click on **Financial** to access 167 calculators to help you make informed decisions in “navigating your journey.” Is it better to lease or buy a car? How much can be saved by paying an additional \$50 per month on the mortgage? These easy-to-use financial calculators will provide you with precise answers.
- **Address and eliminate existing debt:** It’s hard to move forward if current and future income is being diverted to cover old debt. Contact your EAP to discuss a possible referral to a debt resolution specialist that can accelerate your return to “black ink.”