



# THE FIVE TEMPTATIONS OF A CEO





**1. Temptation to Choose Status over Results:** This temptation revolves around prioritizing personal ego, popularity, or reputation over making tough decisions that drive real business results. Leaders who succumb to this temptation may avoid making necessary changes or confronting difficult issues to maintain their image.

**2. Temptation to Choose Popularity over Accountability:** This temptation involves seeking to be liked by everyone and avoiding holding people accountable for their actions and performance. Leaders who fall into this trap may hesitate to address poor performance or deliver critical feedback to maintain harmony, leading to a lack of accountability within the team.

**3. Temptation to Choose Certainty over Clarity:** This temptation relates to the desire for predictability and avoiding ambiguity. Leaders who give in to this temptation might resist sharing their vision or plans with their team, resulting in confusion and a lack of direction.

**4. Temptation to Choose Harmony over Conflict:** This temptation centers around avoiding uncomfortable or challenging conversations to keep the team free of conflict. Leaders who choose harmony over conflict may miss valuable discussions and decisions leading to growth and improvement.

**5. Temptation to Choose Invulnerability over Trust:** This temptation involves projecting an image of invulnerability and competence to others rather than admitting mistakes or weaknesses. Leaders who succumb to this temptation may struggle to build trust and rapport with their team, as vulnerability and authenticity are crucial components of effective leadership.

It is of vital importance to recognize and then overcome these temptations to become a more effective and respected CEO. These practical insights and strategies will serve the leader in building stronger teams that will make better decisions and create a healthier organizational culture.

*\* Adapted from: Patrick Lencioni*