

Evaluating the CEO

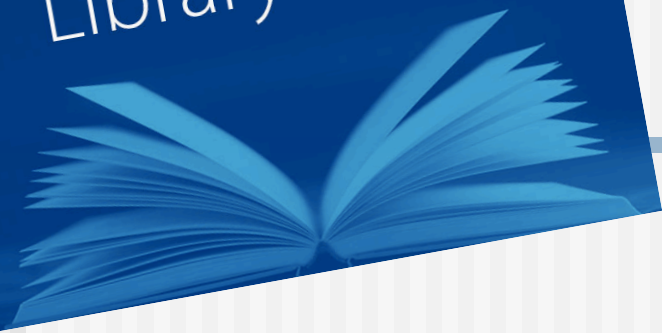
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Library Board



- Establish the mission and strategic direction(s).
- Hire/evaluate the CEO.
- Ensure resources to achieve the mission.
- Monitor and audit results: programs *and* resources.



**start
with why**













HERE'S HOW:



METHODS

Avoid

- The halo effect (one great quality)
- The personality effect (ignoring performance)
- Subjectivity (likes and dislikes)
- Tendencies (leniency? severity? midrange?)
- Dramatic incident effect (judgment based on single incident rather than overall performance)



THANK
YOU

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