



# CEO-S

## CHIEF EXECUTIVE OPERATING SYSTEM



## The Playbook CEOs Trust

### THE RESULTS:

Increased  
Company  
Valuation

Maximized  
Chance of  
Successful Exit

Higher  
CEO  
Confidence

Greater  
Work-Life  
Balance

Attract  
& Retain  
Top Talent

# Why CEO-S?

## THE PERVERSIVE PROBLEM

Most CEOs receive little or no training that is specific to the CEO role. This causes many issues, including:



### LOPSIDED LEADERSHIP

The CEO brings their background to the role (sales, finance, etc.) and thus looks at the business from a limited lens, failing to lead the company as an integrated whole.



### SCATTERED BUSINESS PERFORMANCE

Without a systematic way to approach the role, untrained CEOs often deliver unpredictable performance—and miss potential home runs.



### LOW CONFIDENCE

When CEOs fly blind, they feel uncertain of themselves. Eventually, their board, employees, customers, and shareholders grow to share this lack of confidence.

**CEO-S has developed a curriculum and system that addresses these issues head-on.**

When you attend a CEO course with us, you learn a proven blueprint for success through our playbook, the **Chief Executive Operating System (CEO-S)**.

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As a board member, I wish I could require this class of my CEOs, as well as to send their execs in order to develop their bench strength for succession planning.

You bet I will strongly encourage it.

**Angela Tucci**

Board Member,  
AnitaB.org, Progress & Digital.ai



# How It Works

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CEO-S is the undisputed leader in education and development for CEOs of organizations in the middle market. We offer something rare: a system that simplifies the complexities of the CEO position into a framework to achieve success. We define success as achieving the #1 job of the CEO: delivering predictable performance.

**We currently offer 3-day CEO courses in the US.** When you attend a course, you benefit from a comprehensive, tailored curriculum along with a small cohort of hand-selected CEOs.

Courses are led in-person by Sherif Sakr and taught by the chief architect of the system, Joel Trammell. The course includes practical exercises to immediately impact business performance, plus two private 1on1 follow-up sessions.



## SCHEDULE A CONSULT

Learn about our proven system for repeatable CEO success.



## PICK A SESSION

See the schedule of upcoming CEO-S courses on p. 11.



## TRANSFORM YOUR COMPANY

Confidently deliver predictable performance and optimize your success.



**Joel has successfully held five CEO positions and developed a playbook for success. For CEOs who value a teacher who has been there and done that, he is a rare find and the real deal.**

**His experience includes:**

- ✓ Serving as CEO of public and private companies for 20+ years
- ✓ Founding, building, and selling two companies for 9-figure exits
- ✓ Author, *The CEO Tightrope* and *The Chief Executive Operating System*; owner, *Texas CEO Magazine* and *Texas CEO Ranch*

TAUGHT BY  
**JOEL  
TRAMMELL**

Joel's first job was as an instructor at the US Navy's Nuclear Power School, where he developed a passion for teaching. As a leading CEO educator, he has spoken at conferences and events nationwide and contributed to *Entrepreneur*, *Forbes*, and *Inc.* He has served on the boards of public, private, and nonprofit organizations and was named Chairman Emeritus of the Austin Technology Council.



## LED BY **SHERIF SAKR**

**Sherif is an expert at coaching top-performing executives with a mindful approach.**

**His experience includes:**

- ✓ Author, *The Chief Executive Operating System*
- ✓ Coaching CEOs of companies with \$1 million to \$1 billion in revenue
- ✓ Business ownership

Sherif grew up on three continents and has enjoyed success in five industries: chemical engineering, corporate sales, commercial real estate investing, wellness, and executive coaching. He credits this background for his ability to connect with a broad range of people and to help coach them toward success and fulfillment.

# By the Founders

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**When it comes to the CEO role, we wrote the book(s).**

Joel's first book, *The CEO Tightrope*, is an in-depth guide to the balancing act that is the chief executive's job. Now, with Sherif, he has written *The Chief Executive Operating System*, a concise, practical follow-up that lays out CEO-S—a playbook for CEO success.



Joel Trammell has managed to capture his own CEO success in a handbook full of insights and checklists, most of which ring true to me, while the rest are revelations.

**Bob Metcalfe**

Ethernet inventor, UT Austin Professor of Innovation

# Frequently Asked Questions



## What is the difference between the Entrepreneurial Operating System (EOS) and the Chief Executive Operating System (CEO-S)?

The Entrepreneurial Operating System was designed for people who run a business in which one person can make all the decisions, and who want it to stay that way. EOS was not designed to manage a high-growth organization as it scales above 30 employees. We created the Chief Executive Operating System for those who are building high-value legacy companies. EOS Implementers don't have the experience of personally building companies from zero to nine-figure exits. The opportunity to learn directly from someone who has been there and done that is a unique feature of CEO-S.

## How is CEO-S different from traditional CEO peer groups?

Traditional peer groups have an open format for CEOs to bring issues and opportunities on a monthly basis to the group for insight. By contrast, CEO-S courses are interactive sessions with a set curriculum led by Joel and Sherif. Courses typically take place over three consecutive days. Though you will certainly meet great peers in your CEO-S course, we highly recommend also joining a peer advisory group.

## Who is a good fit for CEO-S training?

If you are a current CEO (or a future CEO) who wants a playbook on how to approach your job as leader of the organization, this course is for you. We particularly welcome CEOs who are curious and committed to becoming exceptional stewards of their companies.

## What size company is a good fit?

CEO-S courses cover the full-time, professional CEO role; this role usually becomes necessary around the time an organization passes the 100-employee mark. That makes these sessions a great fit for CEOs of companies of more than 100 employees or companies that expect to get there in 2-3 years. The system applies equally to CEOs leading hundreds of employees as to those leading thousands of employees.

## How does the financial investment in CEO-S compare to other resources?

The investment required for CEO-S courses is currently on the low side of alternatives. Premier peer groups typically run between \$15k to \$50k per year. MBA programs are usually even more than that. Our training is priced at less than \$20k. We also offer a money-back guarantee. If you're not satisfied with the first day of training, get a full refund.

## How is CEO-S different from an MBA program?

No MBA program in this country specifically teaches how to perform the CEO job, and it's rare to find instructors there who have been in the seat of chief executive themselves multiple times. MBAs have great content for management, leadership, and other specialties, but they don't teach a systematic way of approaching the role of CEO. That's what we do. With CEO-S, you will spend less money and time and get more customized direction.



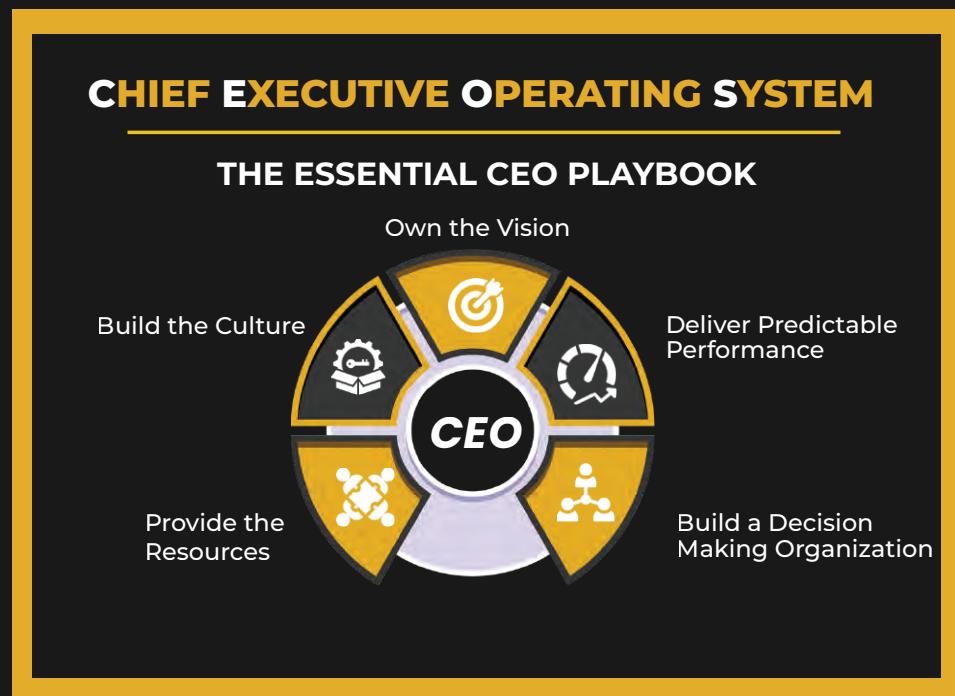
I knew that the course would be an incredible opportunity to not only work on myself, but to expose some of my strengths and weaknesses, and to develop tools that will be more effective in leading my company to greater heights and protecting our future.

**Chris Brundrett**  
CEO, William Chris Vineyard



# The System

Our curriculum is built on decades of experience in the role of the chief executive officer. At its core is the Chief Executive Operating System (CEO-S.), a holistic framework for understanding and mastering the distinctive responsibilities of the CEO.



## FROM CHAOS TO CLARITY



### BETTER LEADERS

Grow yourself while growing your team.



### BETTER STRATEGY

Spend your time where it is needed most.



### BETTER RESULTS

Systematically design and build your company to deliver predictable performance.

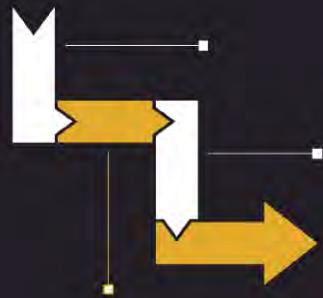
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As CEOs and business owners, we're being equipped with more than we can imagine.

These three days are like a mini MBA crash course.

**Ed Stillman**  
Vistage Chair

# The Curriculum



CEO-S delivers remarkable innovation in CEO education. Our curriculum is built on decades of deep experience in the chief executive role. Learn from a CEO who has been there and done it, and gain peer inspiration from a hand-selected cohort.

01

## THE TWO TRIANGLES OF TENSION

Build a mental model around how effective CEOs manage tensions between the core functions and constituencies of a business.

02

## A LANGUAGE ABOUT PEOPLE

Develop a shared vocabulary for describing differences in human personalities and working styles; understand how these differences impact the business.

03

## MOTIVATING EMPLOYEES

Understand an evidence-based model for motivating employees; develop strategies for removing aggravators and reinforcing motivators in the workforce.

04

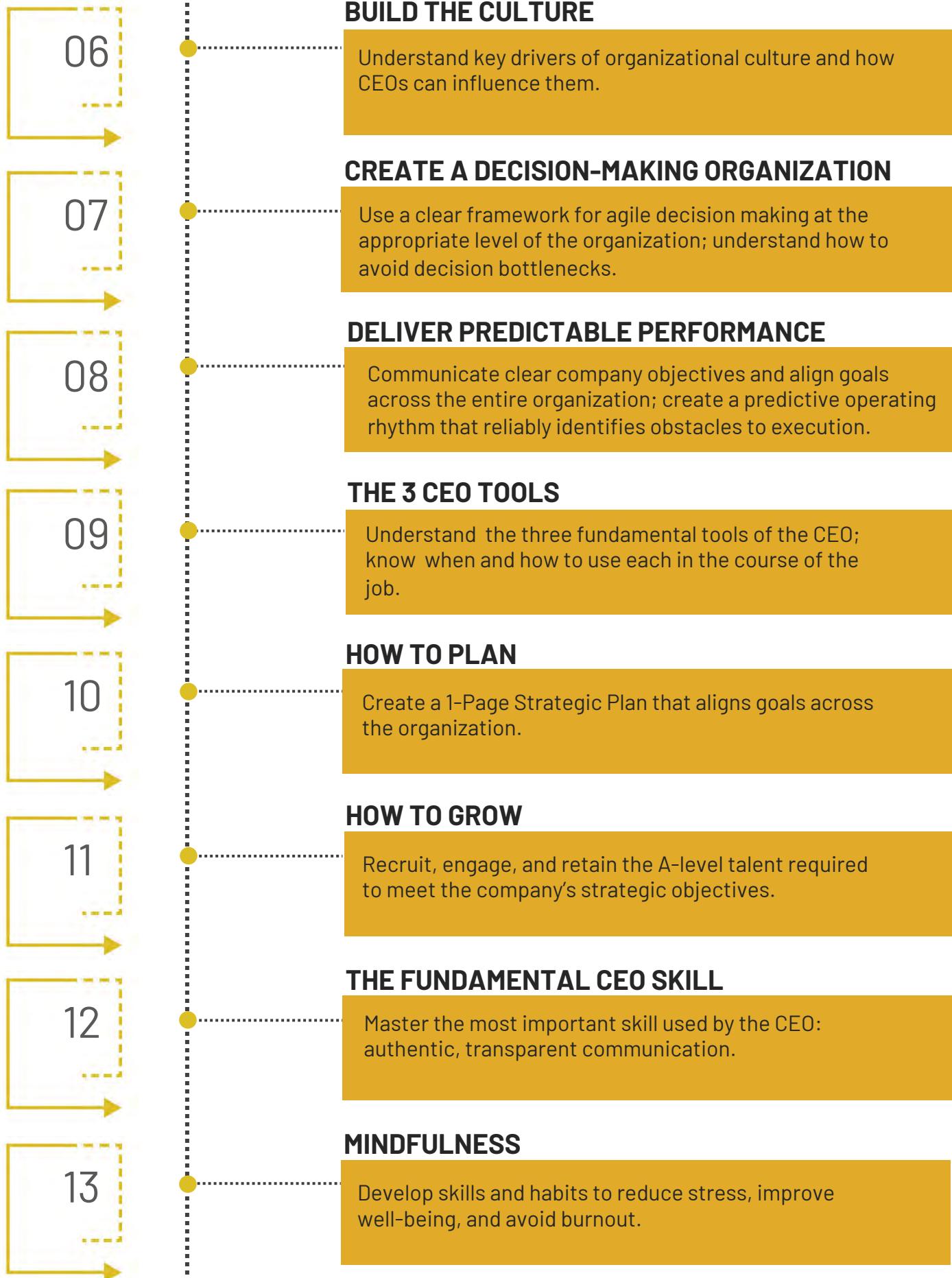
## OWN THE VISION

Communicate strategic direction to the organization and align all employees around a shared mission and vision.

05

## PROVIDE THE RESOURCES

Identify how effective CEOs source and deploy the two primary resources required by the organization: people and capital.



# Upcoming Courses

Choose a CEO-S course that fits your schedule.

If you are a board member or private equity professional interested in training a group of CEOs, please reach out at the email below. We would be pleased to customize a course for you.

## \$17,500

### INCLUDES:

- 3 days of in-person, interactive learning
- Meals and lodging at Texas CEO Ranch & Retreat
- Two private 1on1 sessions after the course
- A customized Chief Executive Operating System playbook
- Certificate of completion
- Access to CEO-S alumni programs

Partial scholarships available for qualifying CEOs

### LEARN MORE



[CEOSYS.CO/CEOCLASS](http://CEOSYS.CO/CEOCLASS)



## UPCOMING DATES

Texas CEO Ranch & Retreat

- February 25–27, 2026
- May 20–22, 2026
- August 26–28, 2026
- November 4–6, 2026

For more information, email  
[info@ceosys.co](mailto:info@ceosys.co)

# Texas CEO

## Ranch & Retreat

A RUSTIC GETAWAY JUST 30 MINUTES  
FROM THE AUSTIN AIRPORT



### STATE-OF-THE-ART TRAINING FACILITY



At your CEO-S course, you'll experience the seclusion and natural splendor of this Central Texas ranch just east of Austin. Nestled on 150 acres, Texas CEO Ranch & Retreat boasts:

- ▶ State-of-the-art classroom facility
- ▶ Marriott-style suites
- ▶ Swimming pool, golf range, and pickleball court
- ▶ 11 miles of wooded trails for hiking and biking
- ▶ Fleet of electric trail bikes
- ▶ Catch-and-release fishing
- ▶ Home theater
- ▶ And much more!

### Our Guarantee

Attend the first day of the program. If you are not fully satisfied, return your workbook and get your money back.