



WHY CEOs FAIL?

David Dotlich and Peter Cairo list the following eleven derailers in their book 'Why CEOs Fail?'

- **Arrogance:**
 - the CEO's right and everybody else is wrong
- **Melodrama:**
 - the CEO wants to be the centre of attention
- **Volatility:**
 - the CEO's mood swings create business swings
- **Excessive Caution:**
 - the CEO's next decision may be the CEO's first decision
- **Habitual Distrust:**
 - the CEO focuses on the negatives
- **Aloofness:**
 - the CEO disengages and disconnects
- **Mischievousness:**
 - the CEO believes that rules are made to be broken
- **Eccentricity:**
 - the CEO thinks it's fun to be different just for the sake of it
- **Passive Resistance:**
 - the CEO's silence is misinterpreted as agreement
- **Perfectionism:**
 - the CEO aims to get the little things right even if the big things go wrong
- **Eagerness to please:**
 - the CEO believes that being popular matters most