

7 Ways a CEO Can Develop as a Leader



Matt Lauth

For many CEOs, leadership development is an ongoing challenge, and not just because they're short on time. The problem comes from having too many options for leadership development, and too few ways to measure the ROI of those methods.

Here, we look at seven ways CEOs can develop as effective leaders, considering the potential perks of each option.

1. Books - Reading spurs creative thinking, builds vocabulary, sharpens communication skills and encourages reflection — all qualities that are important for strong leadership.

2. Online Learning - There's a lot to love about online learning: It's convenient — something you can do at any time, on any device and from any place in the world. It's customizable — allowing you to learn at your own pace and focus where you want to. It's effective — often featur-

ing visuals and interactive components that make it easier to retain information. It's also usually less expensive than in-person courses.

3. Seminars - Whether delivered through a one-day workshop or a week-long business school program, training seminars are a great way to take a deep dive into a leadership issue and develop stronger leadership skills. They get you out of your day-to-day routine, give you the time and space to focus, and create opportunities for networking with industry leaders. Most leaders also find it energizing and inspiring to learn directly from experts.

4. Webinars - Leadership development webinars offer a convenient way to access expert insights from anywhere in the world. Typically catering to specific audiences with specific challenges, they offer targeted learning in a condensed timeframe. Recorded webinars offer additional convenience for CEOs who don't have time to attend a live session or may want to revisit content later.

5. Industry Associations - Joining an industry association offers a few advantages: They can help you easily connect with a group of like-minded leaders. Some offer exclusive professional-development opportunities, such as conferences and meetings. The reputable ones can boost your professional credibility or the credibility of your firm. And associations that maintain a membership directory may help you find new clients or new partnerships.

6. Executive Coaching - Executive coaches are great for helping CEOs explore issues from multiple angles, bringing

attention to blind spots and getting to the root of a problem quickly. Great coaches also know how to keep CEOs motivated, focused and accountable for their actions. "Leaders need coaches for the same reason that great athletes need a coach: They provide feedback, challenge you and hold you accountable," Matt Lauth, Vistage Master Chair.

7. Peer Advisory Groups - As a complement to traditional coaching and industry groups, peer advisory groups make a significant difference in a CEO's leadership development. They're especially valuable for CEOs who feel "lonely at the top" and need support working through complex challenges or making tough decisions.

The best peer advisory groups are made up of high-potential leaders who come from diverse companies, industries, backgrounds and areas of expertise. In this setting, group coaching helps leaders gain fresh insight, broaden their perspective, pressure-test their assumptions and avoid the trap of confirmation bias.

Vistage analyzed the growth data of its peer advisory member companies and found they grew 220% faster than non-member companies.

Which option is best? - The best approach is a comprehensive one, where CEOs draw upon multiple resources to address their weaknesses and hone their strengths. Vistage's unique approach to coaching through peer advisory groups helps to combine the learning, networking, growth and accountability that every CEO needs for their leadership development.

Sponsored by:

VISTAGE

Matt Lauth
(419) 348-8046

matt.lauth@vistagechair.com

#1 Vistage Chair Worldwide

Interested? Contact Matt Lauth, (419) 348-8046, matt.lauth@vistagechair.com and request the whitepaper "*The Power of CEO Peer Advisory Groups in a Pandemic*"

STRATEGIC. LEADERSHIP. COACHING.

NovaVision investing \$2M+ in expansion project

NovaVision Inc., a Bowling Green-based company that specializes in hologram labels, tamper evident stickers, security tape, and mechanical security seals commonly used to combat counterfeiting and/or tampering, is investing over \$2 million to expand its facility by 12,000 square feet to make room for new equipment.

According to Mike Messmer, president and general manager, NovaVision, the new equipment will add production capacity to make its tamper evident tape and labels due to increased demand for the company's products. This is the company's third expansion at its facility.

"We are adding more production equipment, which will expand our capacity to produce tamper evident tape and labels. We are also expanding our metalizing capability, which is used for specialty products," said Messmer.

The project began in the third quarter of 2020 and is expected to be complete by the end of the first quarter of 2021. The new equipment will be installed and operational sometime in the first half of 2021, according to Messmer. Romanko Building Company, based in Pemberville, is the general contractor for the project and was responsible for the original building construction, as well as the other expansions at the facility.

According to Messmer, the facility is all high bay at about 33 feet clearance so that it is flexible for production or warehouse space. Since adhesives for the tape and labels can be adversely affected by high temperatures or humidity, the entire facility is

climate controlled as well.

"We primarily use printing presses to make hologram labels, tamper evident tape, tamper evident labels, and security bags. In addition to the printing presses, we have operations for electroforming, warehousing, and our testing laboratory," Messmer explained. Our primary products are used for anti-counterfeiting and anti-tampering ap-



NovaVision's facility in Bowling Green

plications. We also are a distributor for security seals for logistic applications, which includes bolt seals, cable seals, and barrier seals. We also distribute labels and ribbons for thermal printing applications."

NovaVision's major security printing products include:

- Tamper evident security hologram labels
- Promotional hologram stickers
- Tamper evident security labels
- Vehicle registration decals and plates
- Security tape
- Holographic overlays for ID cards
- Holographic lamination pouches
- Parking permits, window stickers, and

hang tags

NovaVision's major mechanical security seal product offerings include a range of both stock and customized products. According to the company, its service for custom seals is among the fastest in the industry, and these seals are typically used to seal truck trailers, railcars, shipping containers, totes, and pallets, including :

- Bolt seals
- Cable seals
- Adjustable plastic seals
- Padlock seals
- Plastic and metal band seals
- Topp clip pallet seals
- Barrier seals

NovaVision markets some brands of security tapes and security labels through CGM-NV, a wholly-owned business unit, which was acquired in 2011. The company also distributes thermal transfer ribbons and labels through Thermal Images, another a wholly-owned division of the company.

Founded in 1994, NovaVision conducts business globally and has over 5,000 active

customers each year.

"Our major customer groups include governments — federal, State, County, municipal, and international — large international companies, retailers, and collectible companies. In addition, we provide products to brand owners, ski resorts, pharmaceutical / drug companies, hospitals, banks, trucking / logistic companies, and we have a strong internet presence, which helps us reach smaller customers too, including over 1,000 small businesses," said Messmer.

NovaVision is ISO 9001:2015 certified. The company received the facility's C-TPAT certification in 2012, its ISO 14298 certification in 2017, and its ISO 14001 certification in November 2020.

The company currently has 65 full-time employees and expects to create at least 10 new jobs in the next five years.

"Since 2010, our sales revenue has almost tripled and employment doubled. This level of growth is only possible by having an outstanding team of people who are focused on providing exceptional product performance, product quality, and excellent customer service," said Messmer. "Our customers value the commitments we make to continuously improve our operations and products. We are certified to ISO 9001, which supports our product quality and service goals. We are certified to ISO 14298, which pertains to the security of our facility and business processes. Lastly, we are also certified to ISO 14001, which pertains to our commitment for environmental issues."