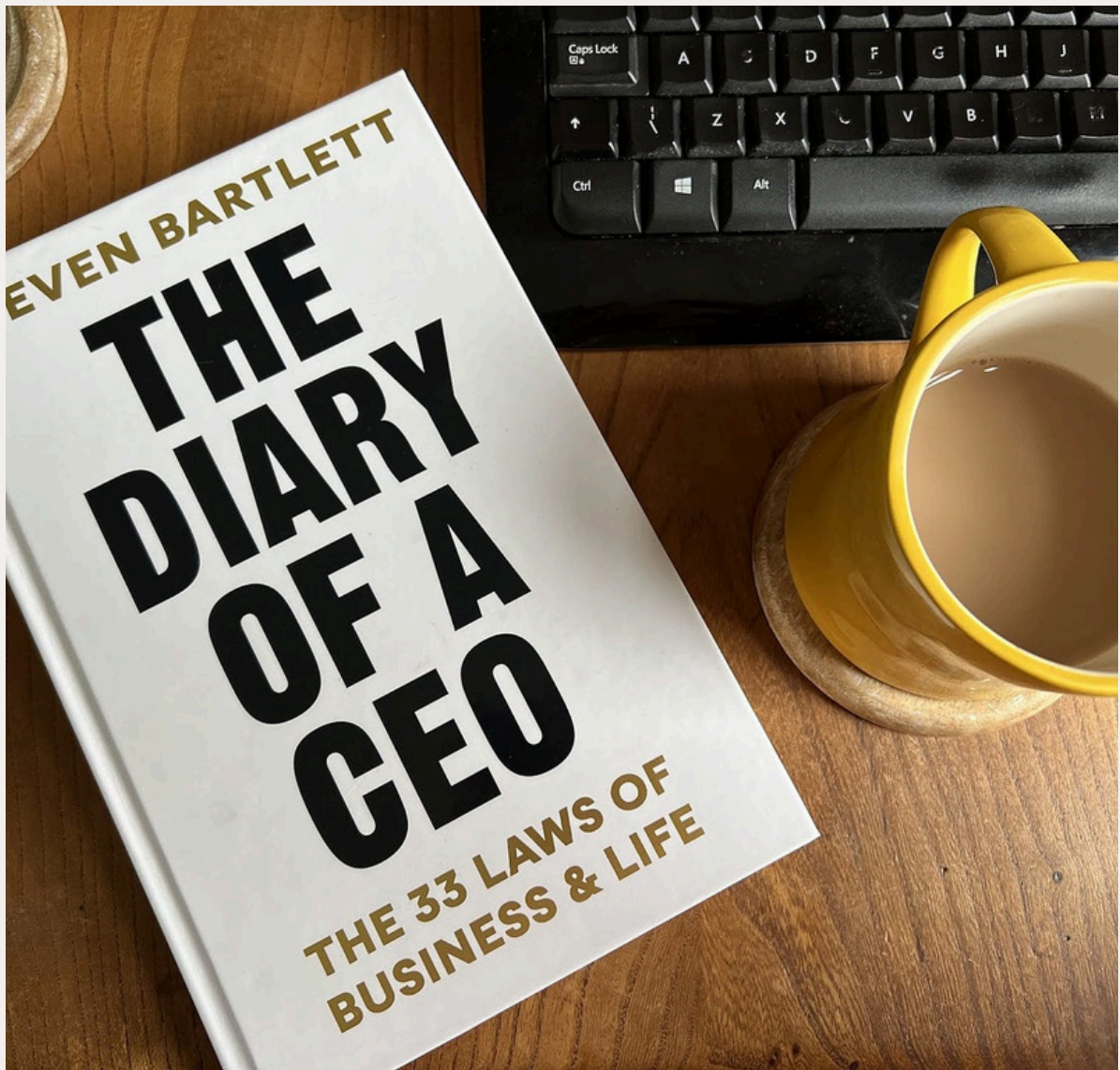


# DIARY OF A CEO WORKBOOK

33 Laws of Business & Life



BY EMMAH KITHINJI

# W E L C O M E

## Greetings All

I am grateful that you have chosen to download this work book

Whether you're a first-time reader of Steve Bartlett or a longtime fan, you're in for a thought-provoking and transformative experience. This workbook has been designed to help you dive deeper into Steve's ideas, allowing you to reflect, challenge your thinking, and unlock actionable insights.

As you go through the exercises and reflections, I encourage you to approach them with an open mind and a curious heart. Remember, growth and change come from engaging with new perspectives and being honest with yourself. This workbook is your companion on that journey.

*Emmah Kithinji*

## ABOUT ME

My name is Emmah. a book club host. I am a lover of life, laughter and all things bright and beautiful.

If you enjoyed this workbook, come say 'Hi'!



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PILLAR 1:  
THE SELF

# LAW 1: FILL YOUR 5 BUCKETS

*Focus on acquiring knowledge and skills first—they're invaluable assets that no one can take from you. With time, resources, connections, and reputation will follow.*

"In what order have you been prioritizing your 'buckets' lately? What influenced your decision to arrange them this way?"

The 5 buckets are: skills, knowledge, reputation, network, and resources."

How are you currently developing your knowledge and skills?

What Activities do you do at work and outside work that are accelerating you to fill your 2 most important buckets

***"Focus on building your expertise; your reputation, network, and resources will eventually align with the foundation you've built." — Benjamin Franklin***



## LAW 2: TO MASTER IT, YOU MUST CREATE AN OBLIGATION TO TEACH IT

*You don't become a master because you are able to retain knowledge.  
You become a master when you are able to release it*

What areas of your expertise could you explain or teach to someone else today?

What steps can you take to create opportunities for teaching what you've learned?

***"Mastery isn't achieved through knowledge retention, but through the ability to share and teach" Mastery is not in what you keep, but in what you give away. Teaching is the true path to mastering any craft."***

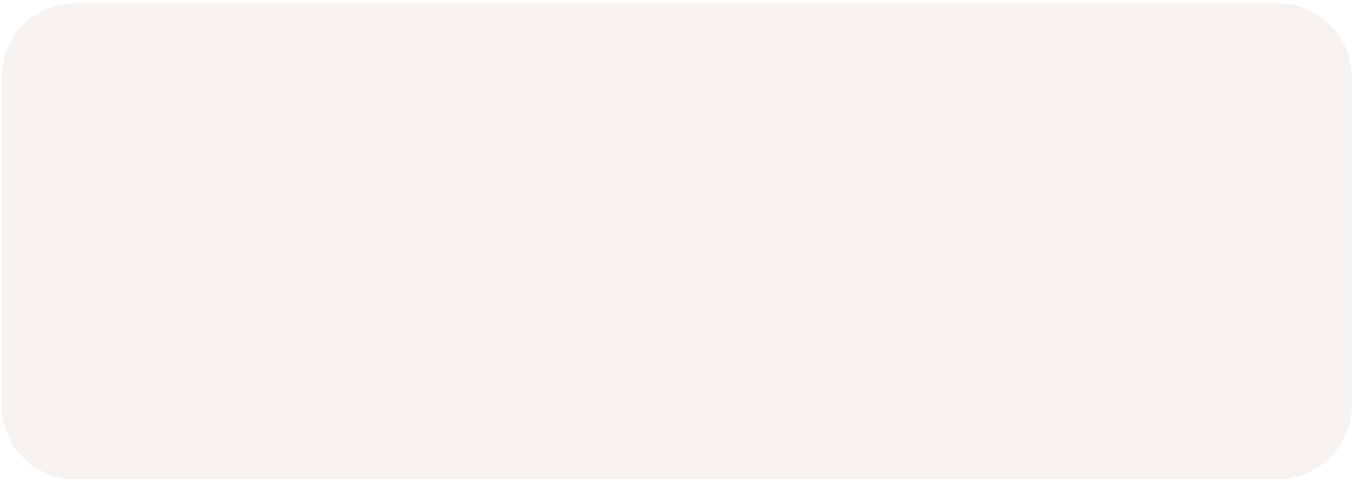
***– Albert Einstein***



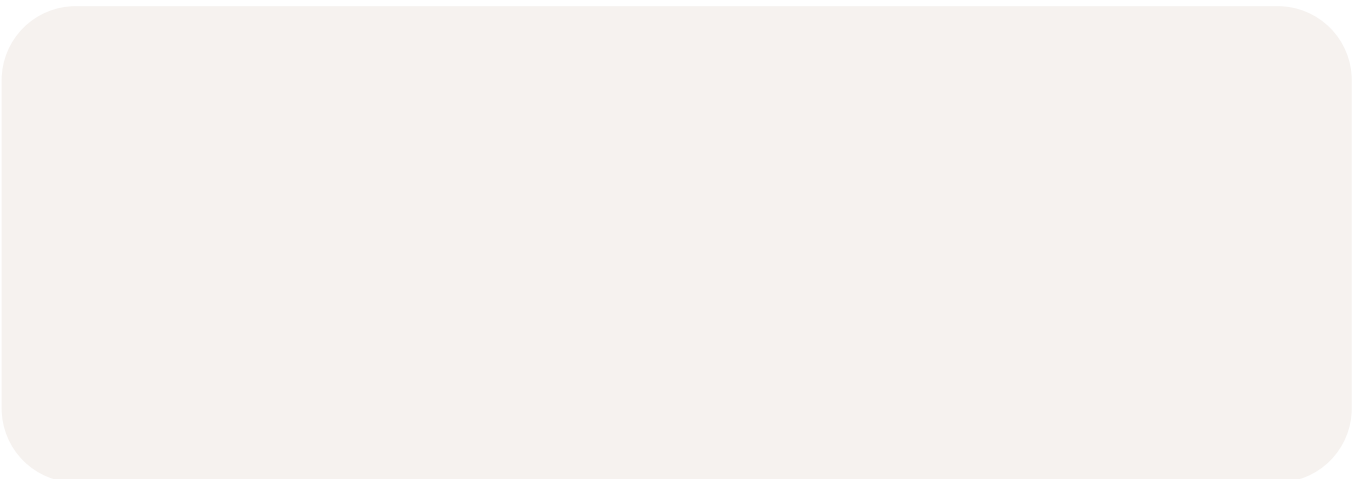
## LAW 3: YOU MUST NEVER DISAGREE

*To influence someone's thinking, avoid direct disagreement. Instead, seek common ground to keep them receptive to your perspective.*

How can you identify and connect with someone's emotions to find common ground during a disagreement?



What strategies can you use to remain empathetic and understanding when influencing someone's perspective without causing conflict?



***"Influencing minds isn't about confrontation, but about finding shared understanding to keep the dialogue open."***

***– Dale Carnegie***



## **LAW 4: YOU DON'T GET TO CHOOSE WHAT YOU BELIEVE**

*Stop telling yourself you're not qualified, good enough or worthy. Growth happens when you start doing the things you are not qualified to do.*

What limiting beliefs are holding you back, and how can you challenge them by stepping outside your comfort zone?

In what areas of your life can you take action, even if you feel unqualified, to encourage personal growth and confidence?

***"True growth begins when you stop doubting yourself and take on challenges you're not yet qualified for."***

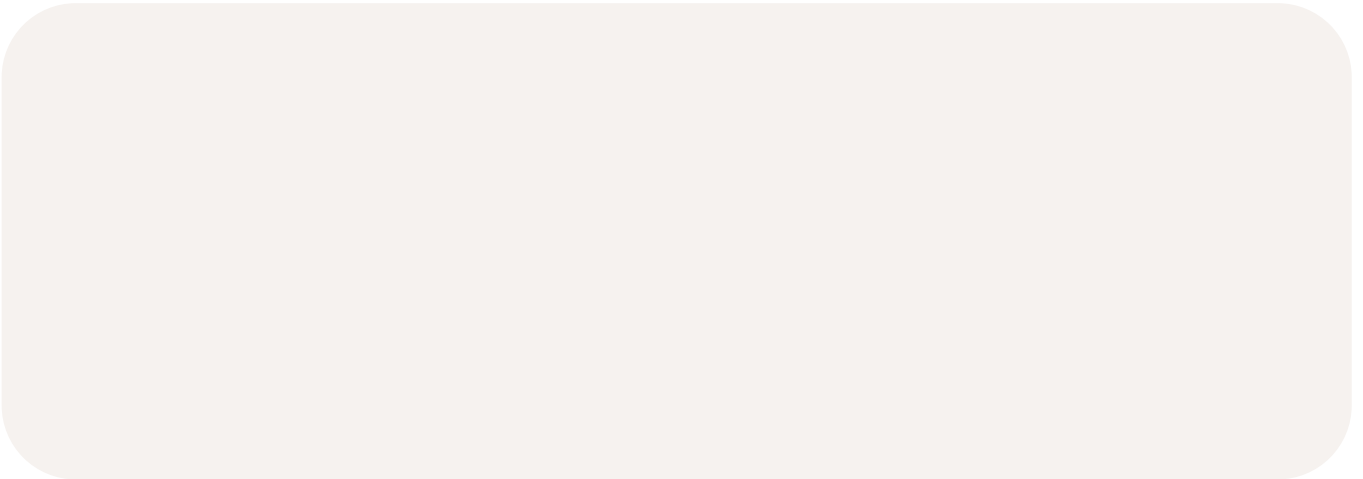
***— Eleanor Roosevelt***



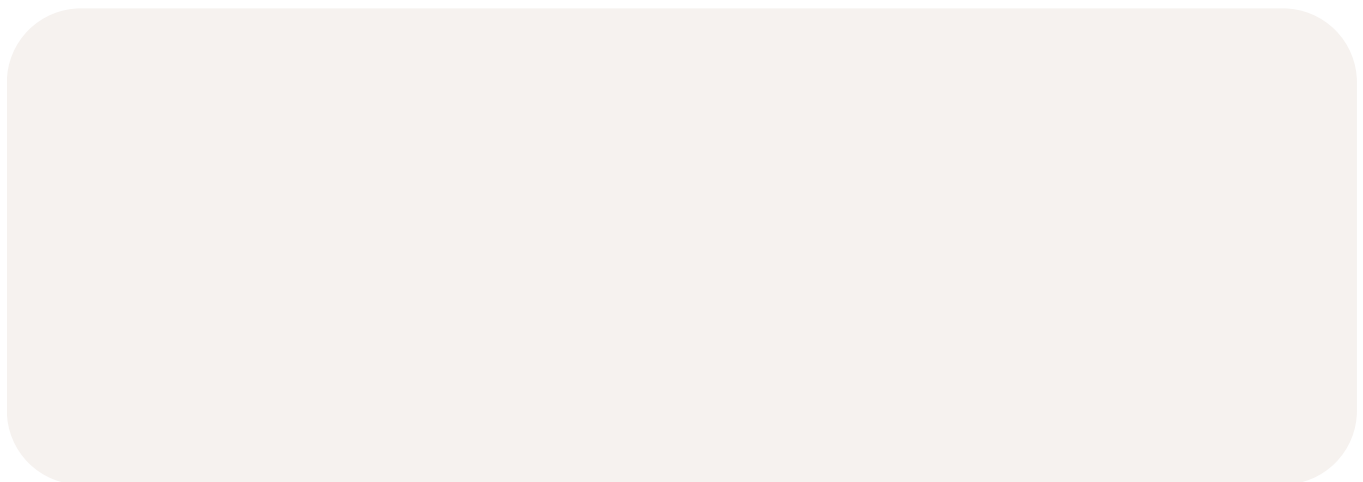
## LAW 5: YOU MUST LEAN INTO BIZARRE BEHAVIOUR

*When something feels difficult or confusing, embrace the discomfort.  
Explore it further and understand why it affected you*

What challenging situations or behaviors are making you uncomfortable, and how can you explore them to better understand your reactions?



How can you lean into discomfort and confusion as opportunities for growth, rather than avoiding or resisting them?



***"When faced with the unfamiliar, lean into it. The discomfort you feel  
is where understanding and progress begin."***

**– Friedrich Nietzsche**

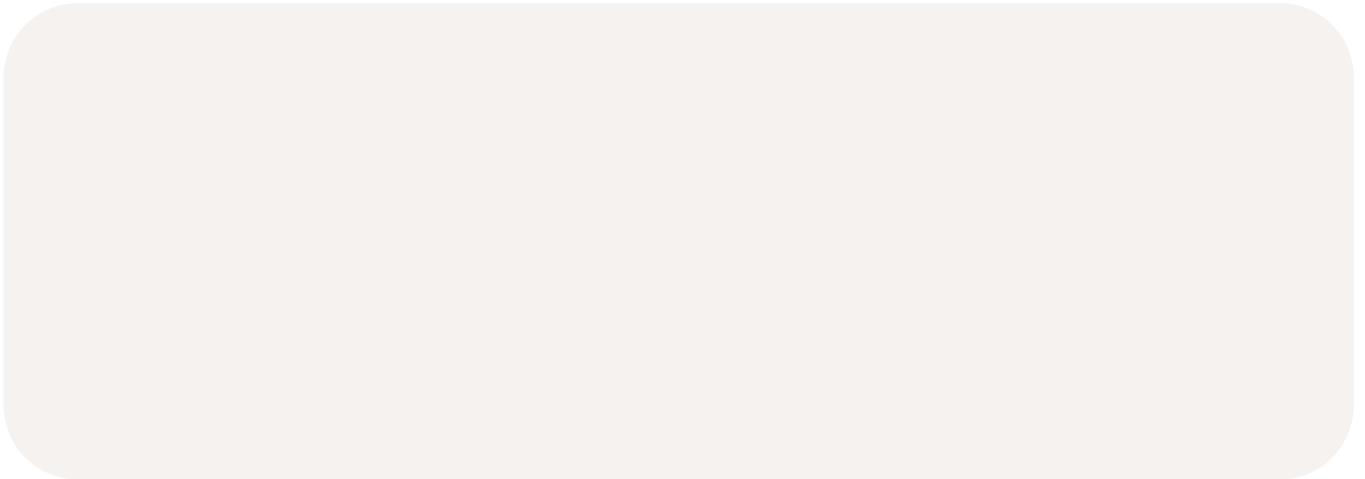




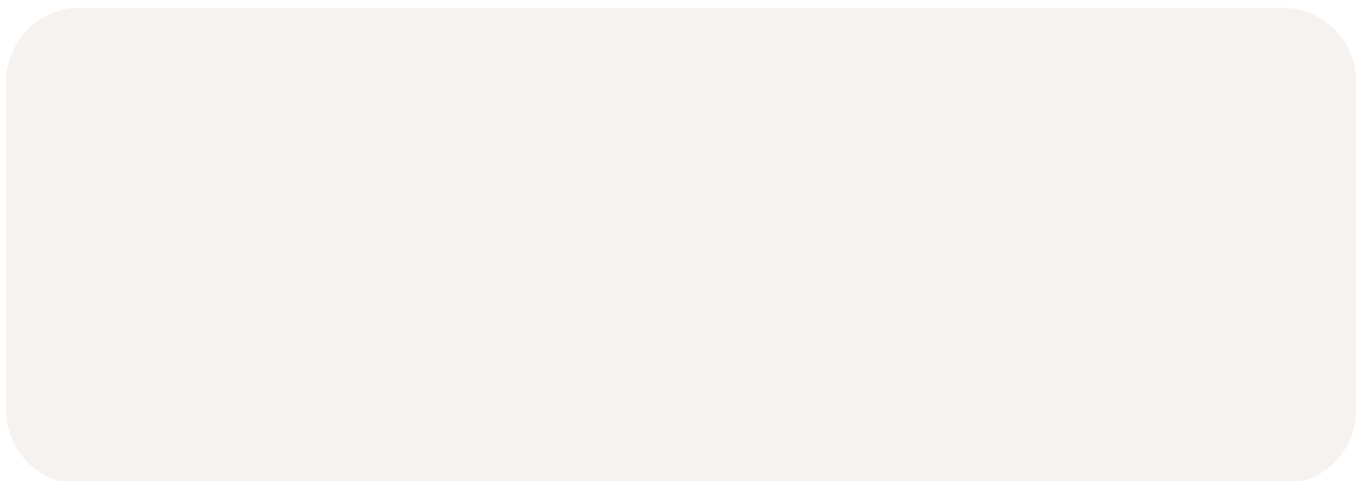
## LAW 6: ASK, DON'T TELL - THE QUESTION/BEHAVIOUR EFFECT

*Pose yes-or-no questions to develop positive habits and behaviors for yourself and others.*

What yes-or-no questions can you ask yourself to encourage the formation of positive habits??



How can you use simple yes-or-no questions to guide others toward making better choices and adopting healthy behaviors?



***"The power of a simple question lies in its ability to shape habits and behaviors, fostering progress in subtle yet profound ways."***

**– Aristotle**



# LAW 7: NEVER COMPROMISE YOUR SELF-STORY.

*Know your story and own it.*

Are you aware of your self story? What is it and have you deeply thought about it?

How can you continuously gather and acknowledge evidence of your capabilities to reinforce a positive self-story?

***"Never compromise the story you tell yourself; it's the foundation of your strength and path to success."***

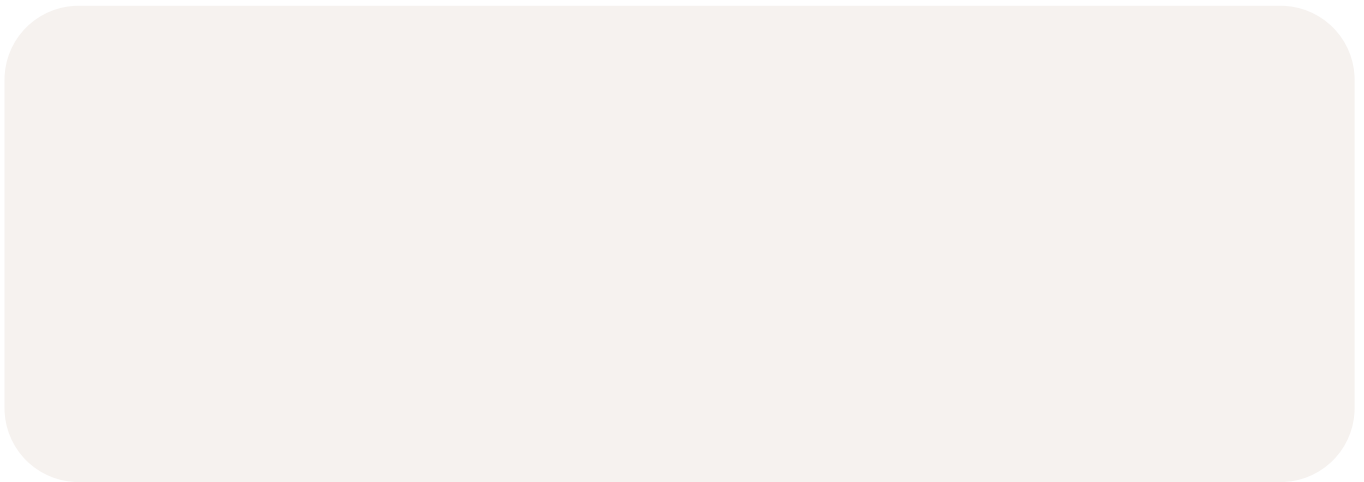
***– Oprah Winfrey***



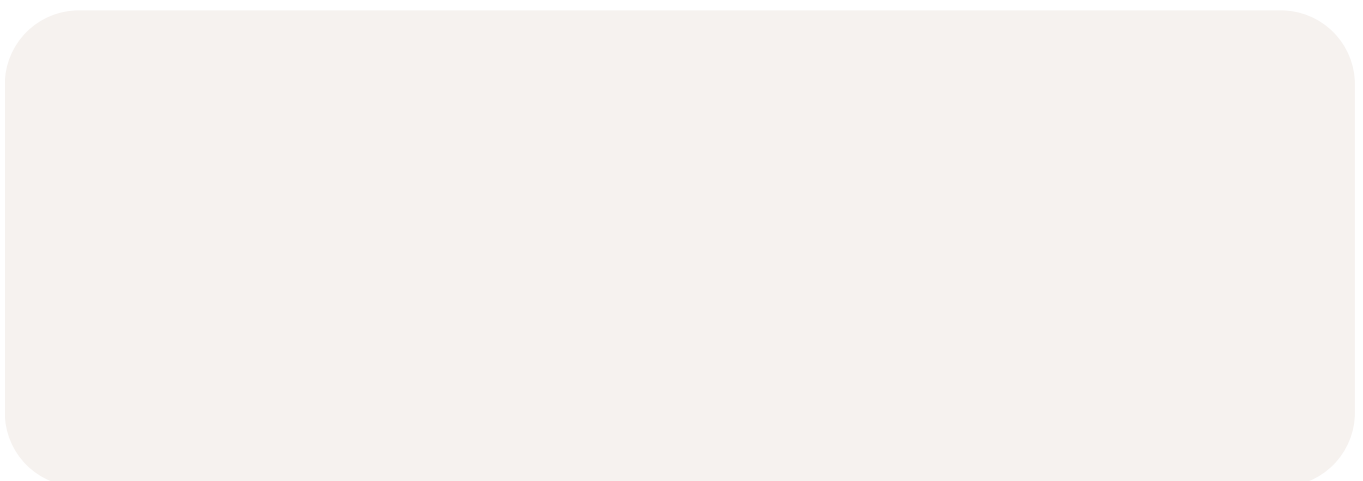
## LAW 8: NEVER FIGHT A BAD HABIT

*Instead of struggling against a habit, replace it with a positive and rewarding alternative that's less addictive. Make sure to get ample sleep.*

Are there habits you would wish to change? Do an analysis of your habits



After you have done the analysis, what habits would you rather replace them with?



***"Don't battle bad habits—replace them with positive ones that reward you in healthier ways."***

**— James Clear**



## **LAW 9: ALWAYS PRIORITISE YOUR FIRST FOUNDATION..**

*Your health is like the table that all other aspects of your life sit on.  
There is no greater form of gratitude than taking care of yourself*

Are you happy with the way you are treating your body?

What are you going to do to prioritize your health?

***"Caring for your health is the ultimate act of gratitude, as it supports every aspect of your life."***

**– Thich Nhat Hanh**

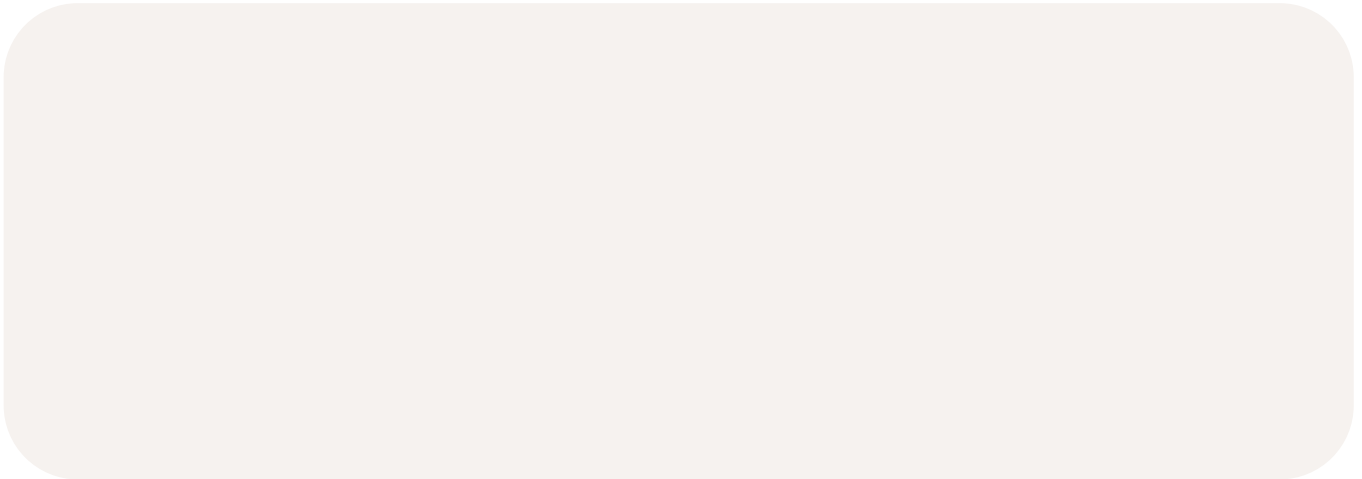


PILLAR 2:  
THE  
STORY

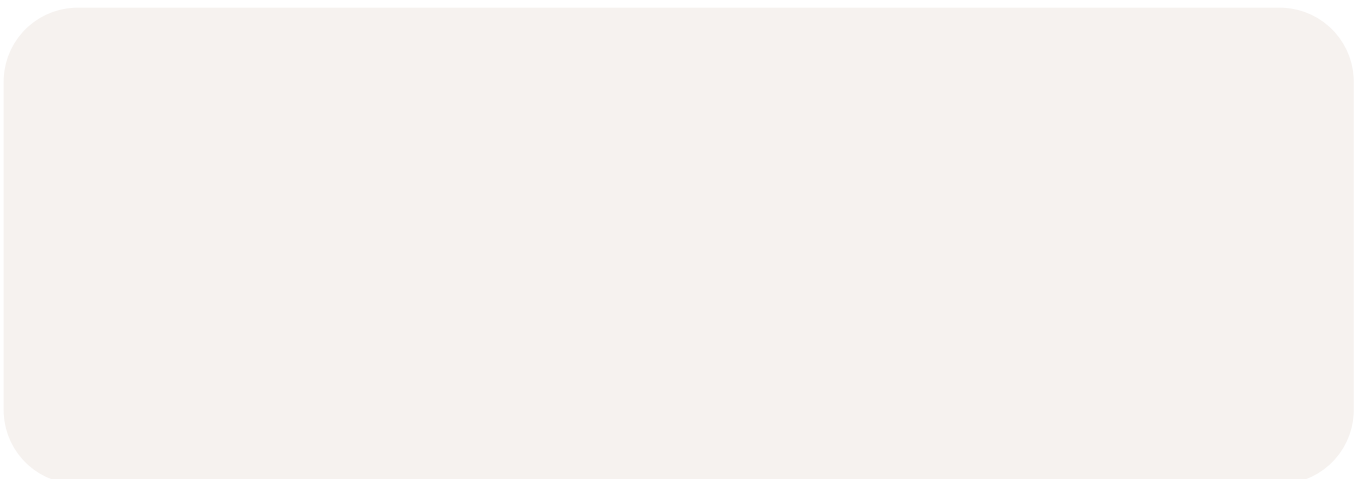
# LAW 10: USELESS ABSURDITY WILL DEFINE YOU MORE THAN USEFUL PRACTICALITIES

*Normality is ignored. Absurdity sells*

What seemingly absurd or unconventional ideas have you been dismissing that might hold the key to your success



What is something illogical, absurd, unique that you can lean into to represent your brand, culture or story?



***"It's not the ordinary that defines you, but the absurdity that sets you apart."  
— Salvador Dalí***



# LAW 11: AVOID WALLPAPER AT ALL COSTS

*Am i too familiar in my territory? In the things i do?*

How can I break free from familiar patterns in my work or ideas to capture attention and stand out?

What unique or unconventional approaches can I adopt to ensure that my message gets noticed and doesn't blend into the background?

***"Familiarity fades into the background; it's the bold and unconventional that captures attention."***

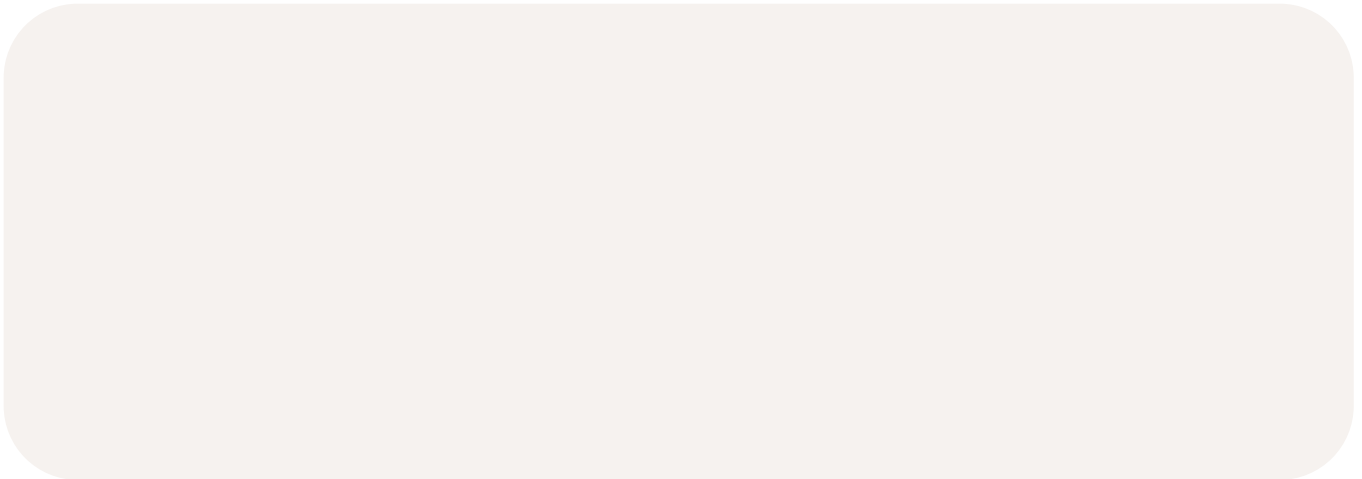
**— Marshall McLuhan**



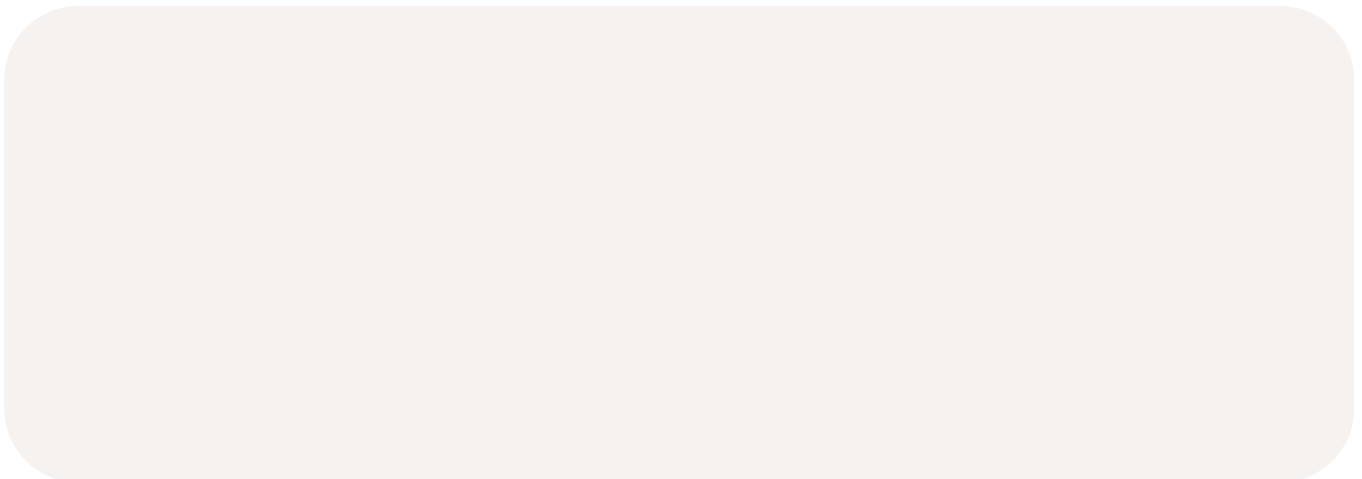
## LAW 12: YOU MUST PISS PEOPLE OFF

*It's more valuable to deeply connect with a small group, even if others disapprove, than to be widely accepted but never truly cherished. Focus on evoking a strong emotional reaction in people.*

Am I holding back from expressing my true ideas or values out of fear of displeasing others, and how is that limiting my impact?



What strong emotional responses do I want to evoke in people, and how can I embrace that to create more meaningful connections?



***"To make a difference, don't fear disapproval; aim to connect deeply with those who resonate with your message."***

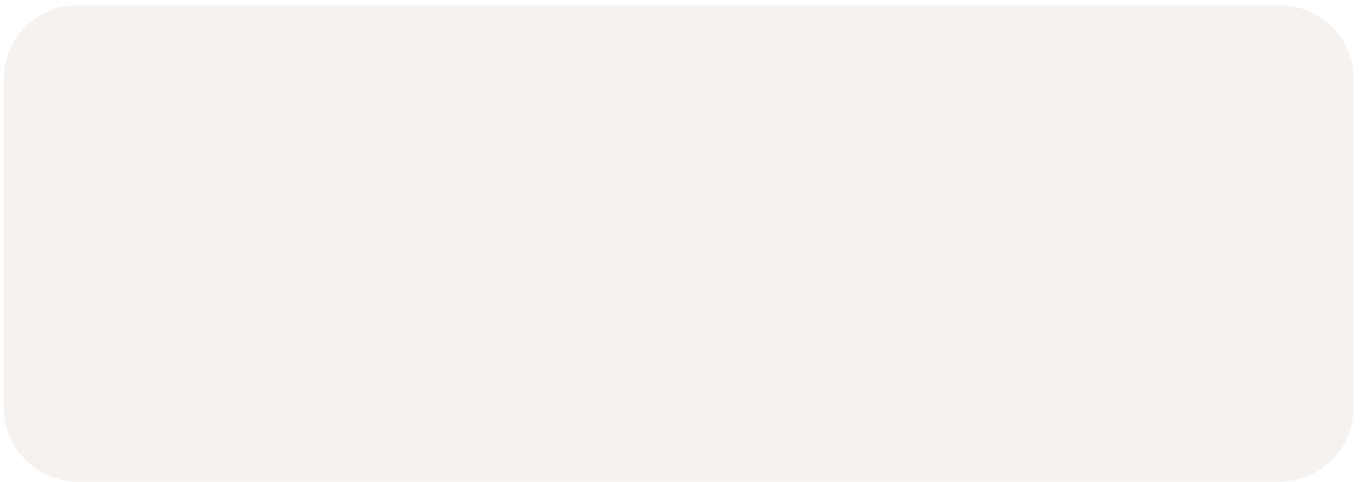




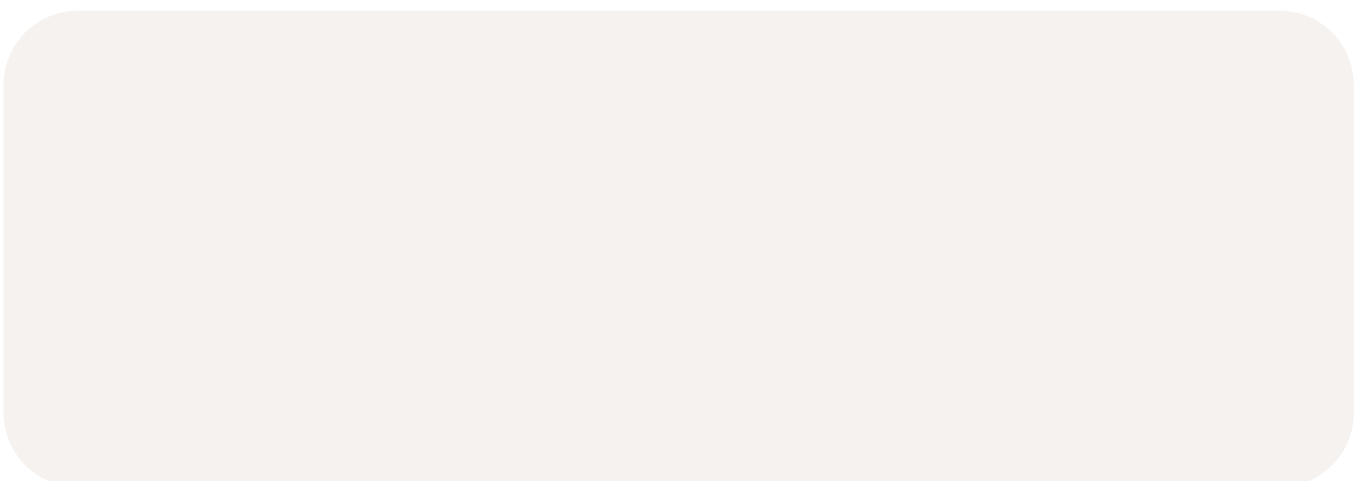
# LAW 13: SHOOT YOUR PSYCHOLOGICAL MOONSHOTS

*Do not wage a war on reality, invest in shaping perceptions.  
Our truth is not what we see. Our story is what we choose to  
believe.*

What beliefs or stories am I choosing to accept that are shaping my reality, and how can I adjust them to serve my goals better?



In what ways can I invest in improving how I or my work is perceived to increase its value and impact?



***"True power lies in shaping perceptions, for it is perception that defines our truth."***

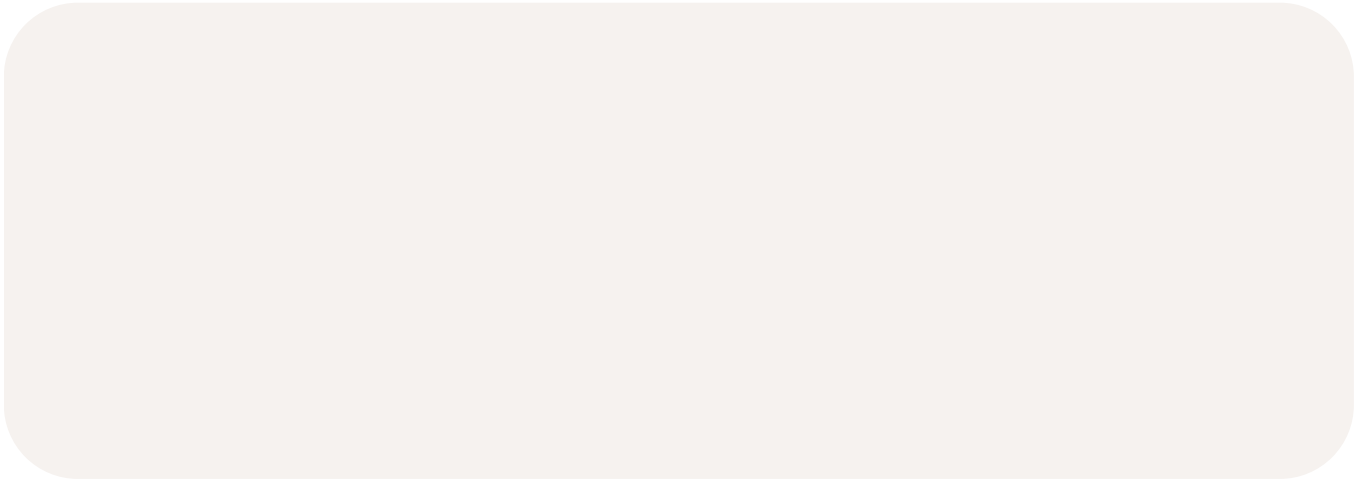
**– Carl Jung**



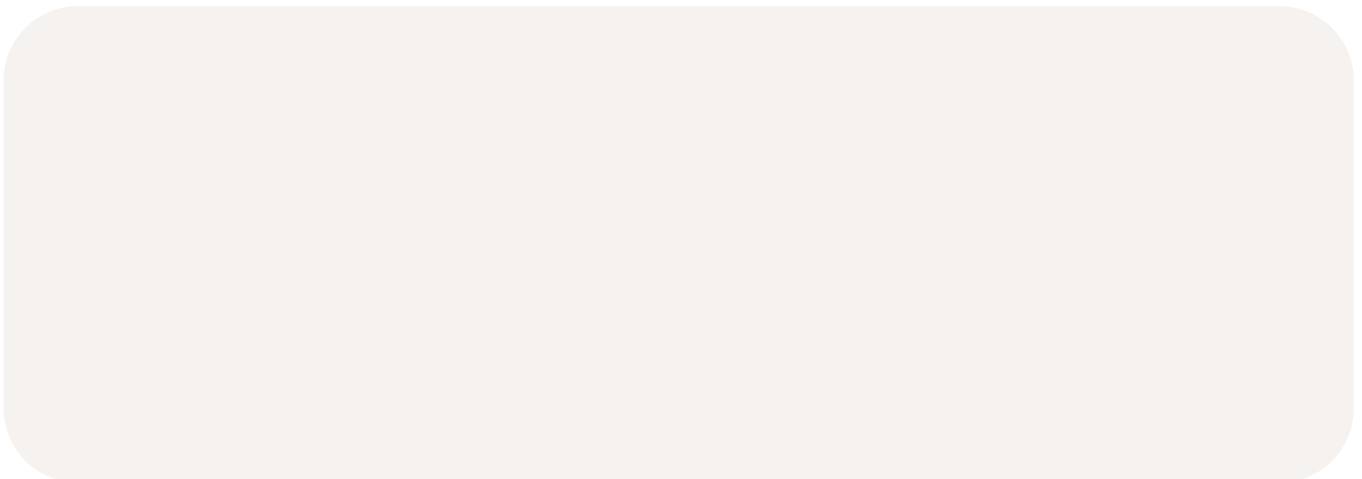
## LAW 14: FRICTION CAN CREATE VALUE

*Value does not exist. Its a perception we reach with the expectations we meet.*

What areas of friction or challenge in my life or business can I leverage to increase perceived value?



Am I focusing on meeting expectations that align with how I want my value to be perceived, or am I overlooking opportunities to shape that perception?



***"Value is not inherent; it's the perception shaped by how well expectations are met."***

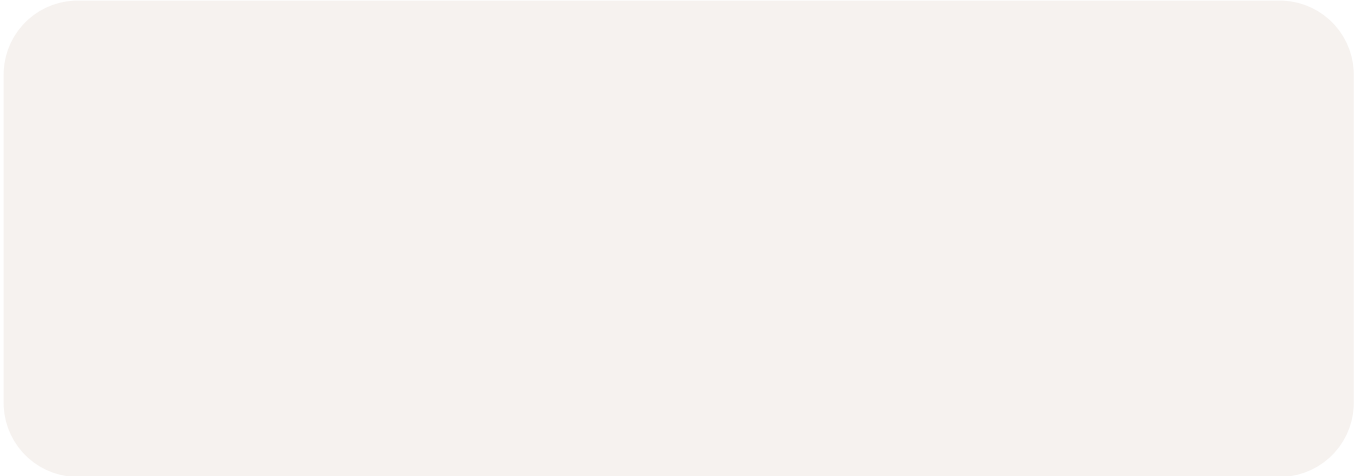
***– Adam Smith***



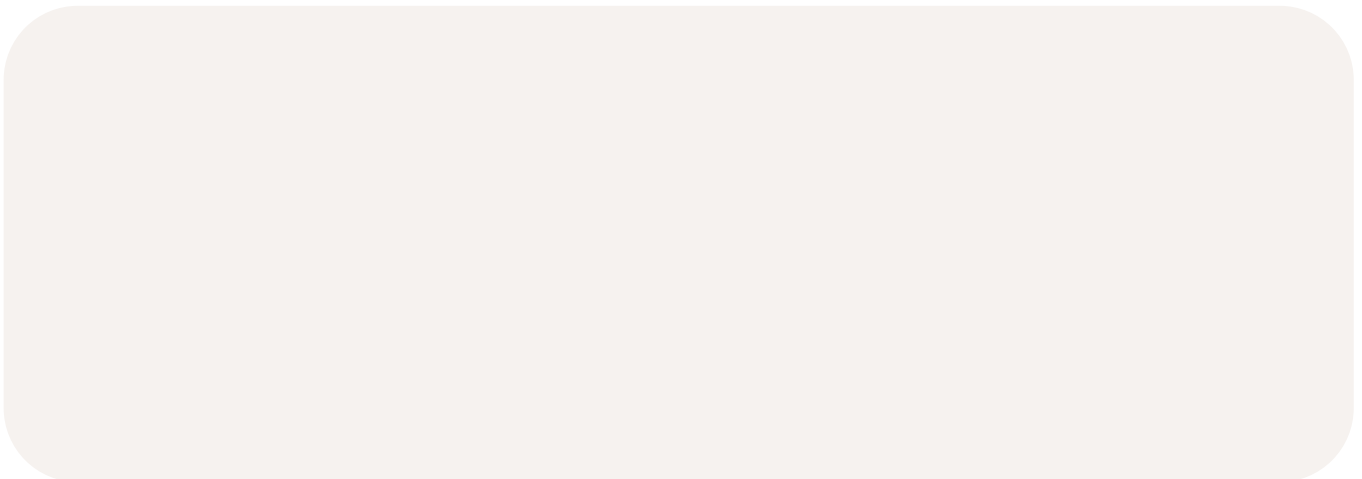
# LAW 15: THE FRAME MATTERS MORE THAN THE PICTURE

*The environment is crucial. How you showcase something to your audience influences the amount of worth they assign to it.*

How am I presenting my work or ideas, and how might adjusting the context enhance the perceived value?



What elements of the environment or presentation can I change to better align with the message I want to convey?



***"The value of an idea lies not just in what it is, but in how it is presented to the world."***

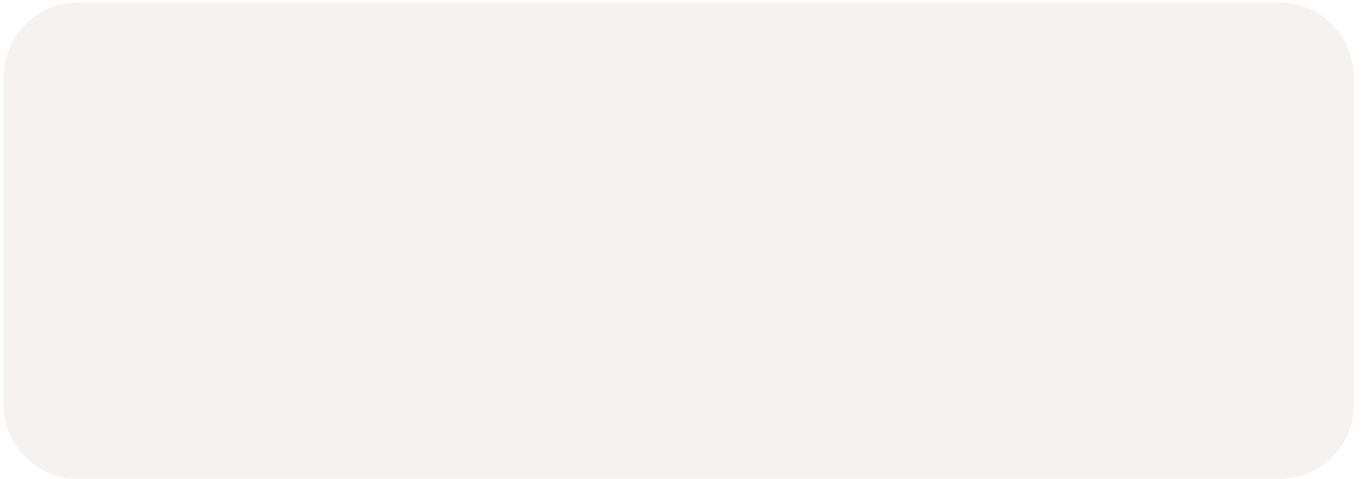
**– Marshall McLuhan**



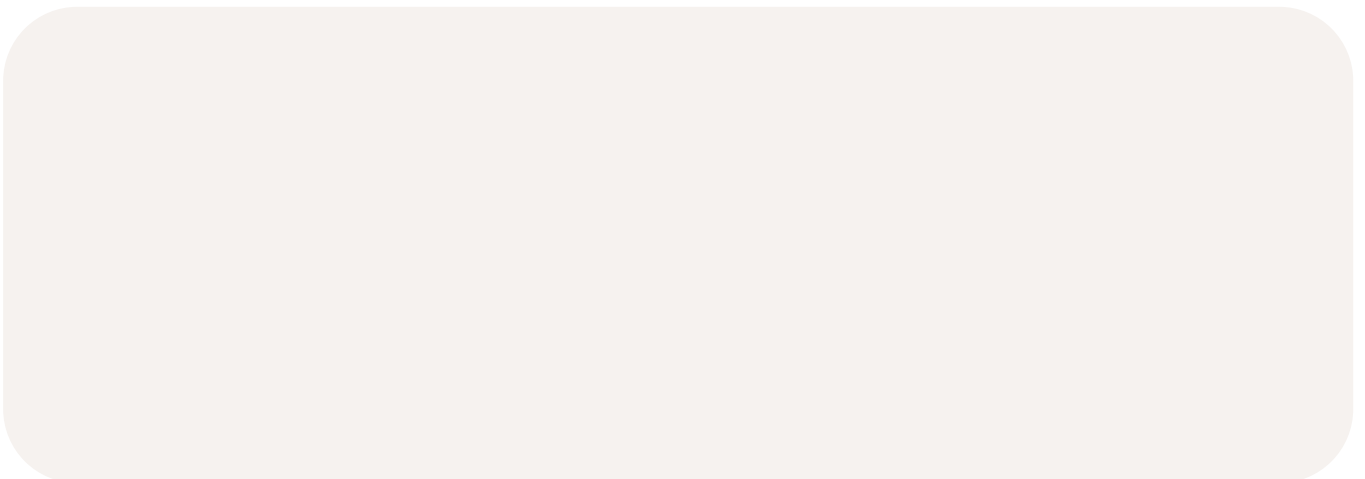
# LAW 16: USE GOLDBLOCKS TO YOUR ADVANTAGE

*The context creates the value*

How can I tailor the context in which I present my ideas or products to make them appear more valuable and appealing?



What adjustments can I make in my presentation or environment to ensure that the value of what I offer is perceived at its best?



***"The right balance in presentation makes all the difference—neither too much nor too little, but just enough to create value."***

***— Aristotle***



## **LAW 17: LET THEM TRY AND THEY WILL BUY**

*Through the lens of ownership, the ordinary becomes the extra ordinary.*

What is a product or service you bought after a free trial or sample?

How can you give your customers a way to try and experience your product before they buy it?

***"When people experience ownership, even the simplest things take on extraordinary value."***

***– Daniel Kahneman***



## LAW 18: FIGHT FOR THE FIRST FIVE SECONDS

*The initial moments of a story are vital for grabbing attention. Be direct and concise right from the start.*

How can I make the first few seconds of my story or message captivating enough to immediately grab attention?

What changes can I make to the way I introduce my work or message to ensure I make a strong impact from the very beginning?

**"The first few seconds determine whether you captivate or lose your audience—make them count."**

**— David Ogilvy**



PILLAR 3:  
THE  
PHILOSOPHY

## LAW 19: YOU MUST SWEAT THE SMALL STUFF

*If you don't care about tiny details, you will produce bad work because good work is the culmination of hundreds of tiny details. The worlds most successful people all sweat the small stuff*

Am I paying close attention to the small details in my work, and What tiny aspects of my projects am I overlooking that could make a significant difference in the overall outcome?

How can I adopt a mindset of excellence by prioritizing the minor details, knowing they contribute to the bigger picture of success?

***"Success is the sum of countless tiny details—sweat the small stuff, because that's where greatness is born."***

**— Henry Ford**





## LAW 20: A SMALL MISS NOW CREATES A BIG MISS LATER

*Make sure you're headed in the right direction by evaluating the outcomes of your actions and making minor adjustments along the way.*

Am I regularly reflecting on the outcomes of my actions to ensure I'm moving toward my goals?

What small adjustments can I make now to avoid bigger problems or missteps in the future?

***"Small missteps today can lead to major detours tomorrow—adjust your course before it's too late."***

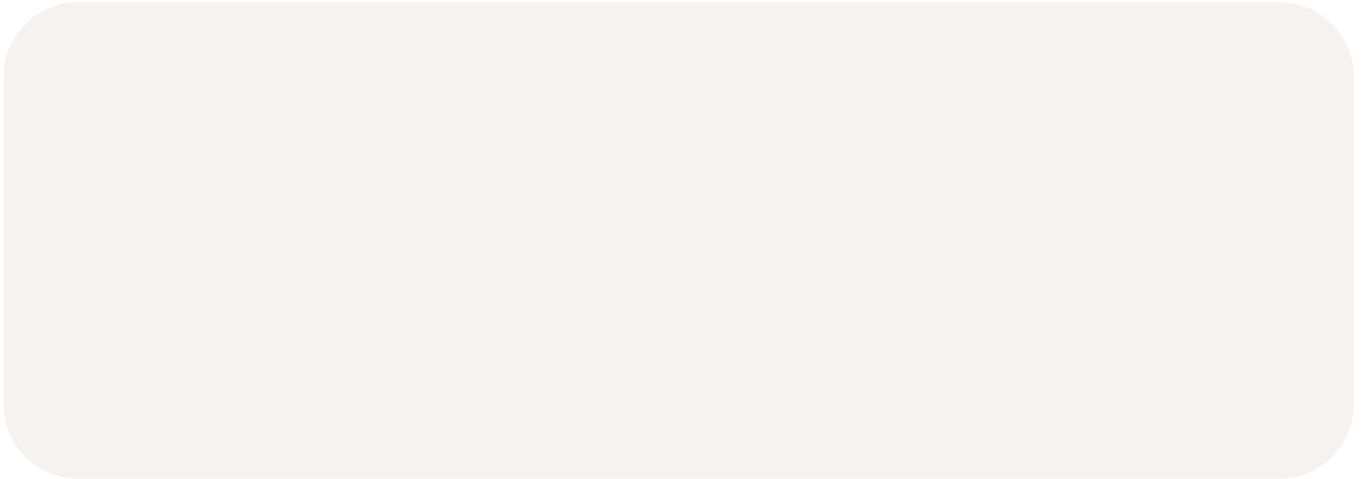
**— Stephen Covey**



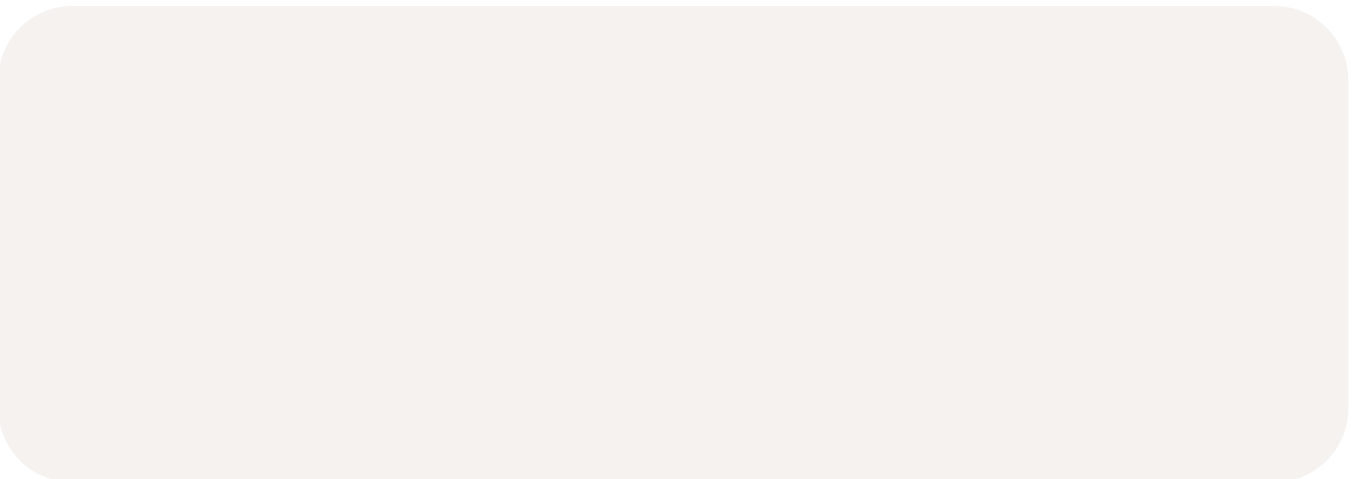
## LAW 21: YOU MUST OUTFAIL THE COMPETITION

*Boost your rate of failure to improve your chances of success, as each setback provides valuable lessons and insights.*

What lessons can I extract from my recent failures, and how can I apply them to move forward more effectively?



Am I taking enough risks to push my limits, or am I holding back out of fear of failure, potentially missing valuable opportunities?



***"The more you fail, the closer you get to success—each failure is a step forward."***

**— Winston Churchill**



## LAW 22: YOU MUST BECOME A PLAN-A THINKER

*There is no greater force of creativity, determination and commitment than a person undistracted by a plan B*

Am I fully committed to my primary goal, or am I holding back by relying on a backup plan?

How can I channel all my energy and focus into making my Plan A succeed without the safety net of a Plan B?

***"True commitment comes when there's no backup plan—success demands your full focus on Plan A."***

**— Elon Musk**



## **LAW 23: DON'T BE AN OSTRICH**

*It's easy to shy away from tough discussions or ignore uncomfortable facts about the situation.*

Identify an area in your life where you are being an ostrich

How can confronting uncomfortable realities help me grow and move forward in both personal and professional life?

***"Growth begins when we confront the uncomfortable truths we've been avoiding."***

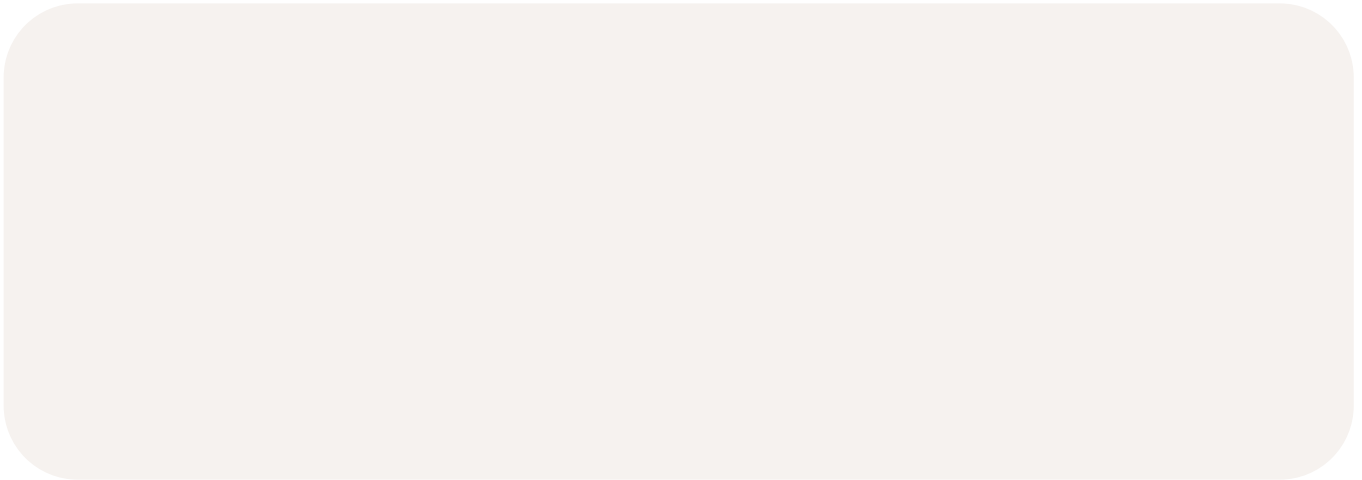
**– Brené Brown**



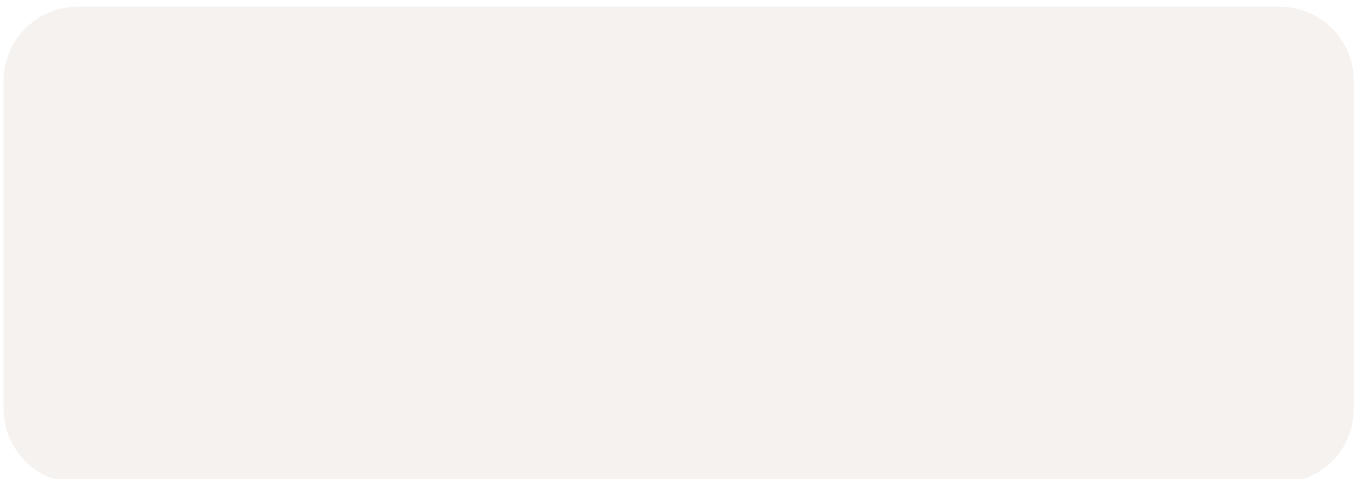
## **LAW 24: YOU MUST MAKE PRESSURE YOUR PRIVILEGE**

*Instead of aiming to eliminate stress entirely, view it as a factor that can boost your performance.*

In what ways can I use pressure to drive myself toward better results and growth in challenging situations?



How can I develop strategies to manage stress effectively while using it as a tool for improvement and success?



***"Stress can either break you or make you stronger; it's all about how you harness it."***

**– Tim Grover**



## LAW 25: THE POWER OF NEGATIVE MANIFESTATION

*Your personal progression is trapped behind an uncomfortable conversation.*

What difficult conversation am I avoiding, and how is it holding me back from personal or professional growth?

How could facing this uncomfortable discussion unlock new opportunities for progression and self-improvement?

***"The growth you seek often lies on the other side of an uncomfortable conversation."***

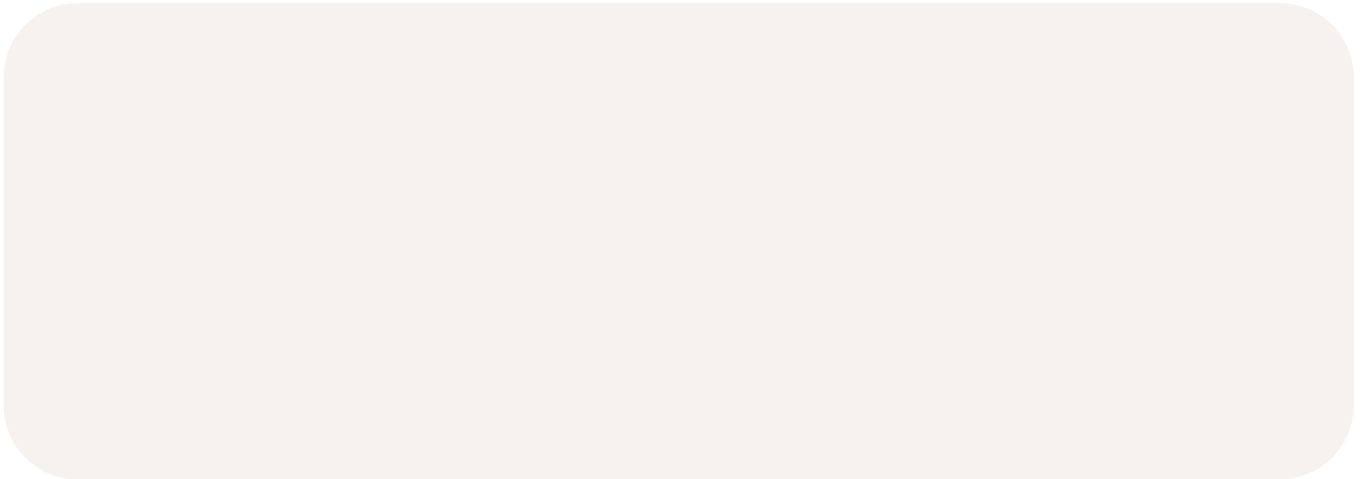
**– Susan Scott**



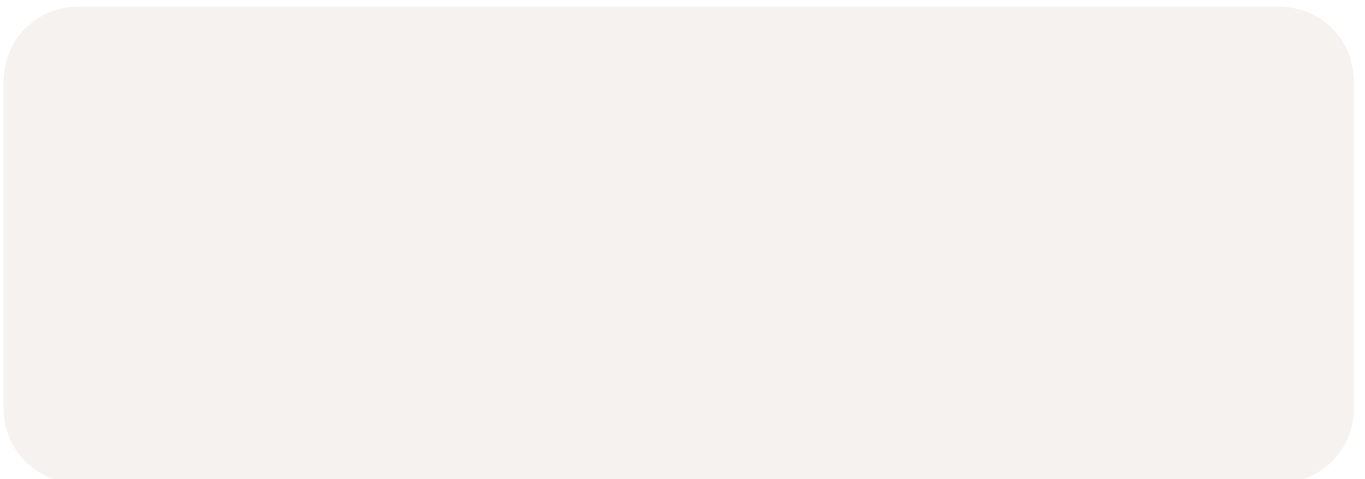
## **LAW 26: YOUR SKILLS ARE WORTHLESS, BUT YOUR CONTEXT IS VALUABLE**

*Your skills hold no intrinsic value on their own. Apply them in an industry or organization where they can create significant impact, and you'll be appropriately rewarded.*

Am I leveraging my skills in the right environment where they can create maximum value and impact?



How can I identify industries or organizations that would greatly benefit from my abilities and reward me accordingly?



***"Skills alone don't define your value; it's where and how you apply them that makes the difference."***

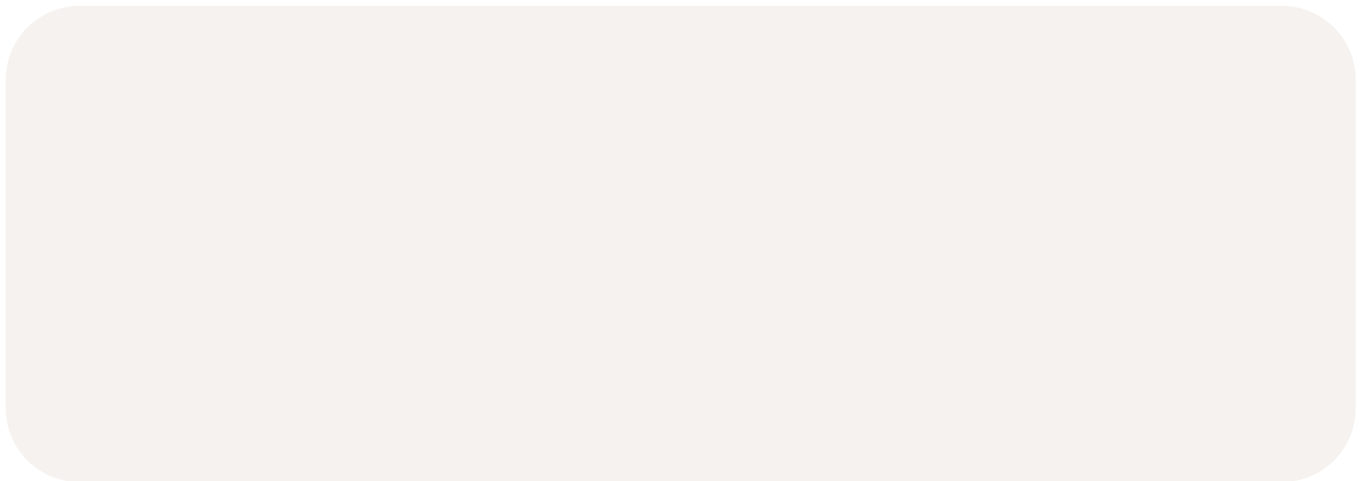
**— Peter Drucker**



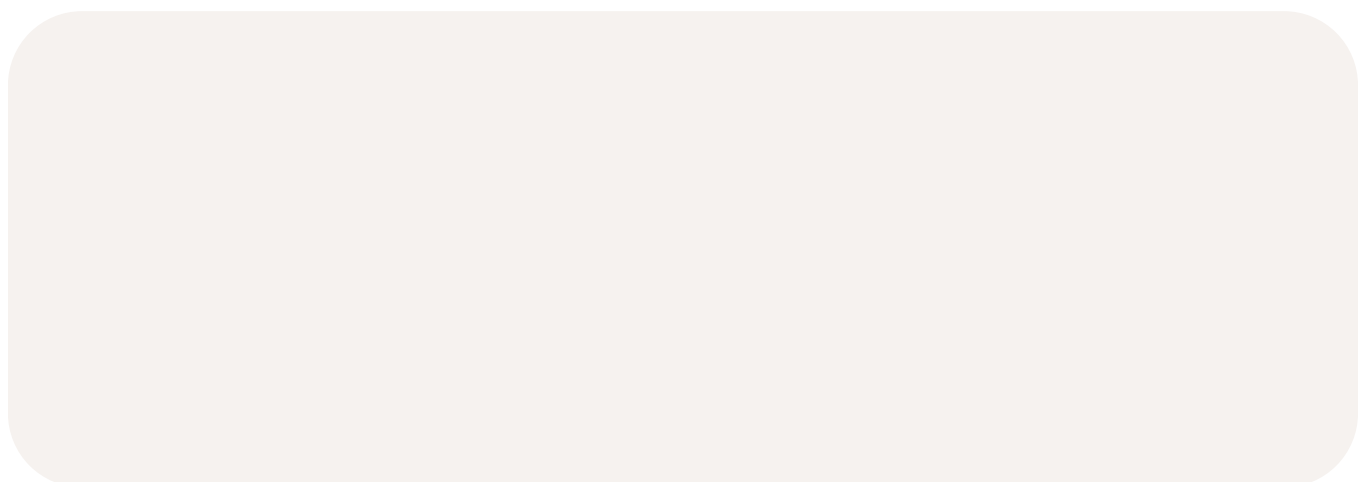
## LAW 27: THE DISCIPLINE EQUATION: DEATH, TIME AND DISCIPLINE

*Elevate the importance of your goal, make the journey fulfilling,  
and eliminate any barriers that hinder your progress.*

How can I increase the importance of my goal to keep myself  
motivated and focused on achieving it?



What steps can I take to make the journey toward my goal more  
fulfilling and enjoyable?



***"True discipline comes from valuing your goal, enjoying the journey, and  
eliminating anything that stands in the way."***

**– Seneca**





PILLAR 4:  
THE  
TEAM

## LAW 28: ASK WHO NOT HOW

*Your ego will insist that you do. Your potential will insist that you delegate.*

Am I focusing too much on doing everything myself, and how could delegating tasks to others unlock greater potential?

What tasks or responsibilities can I delegate to free up my time and energy for more impactful work?

***"Your success grows when you focus on who can help, not just how you can do it all yourself."***

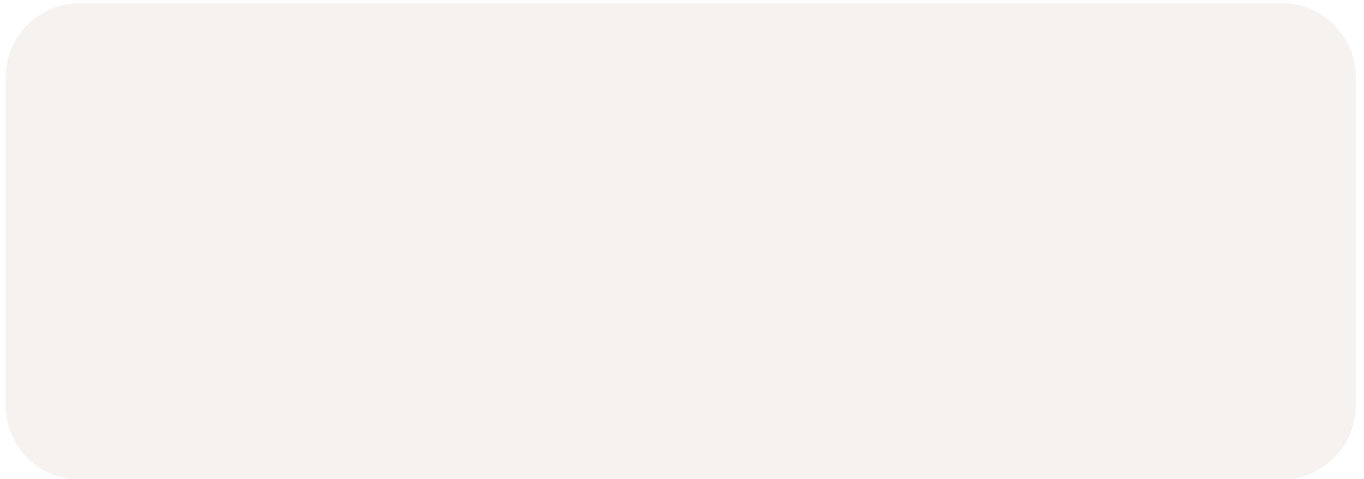
**– John C. Maxwell**



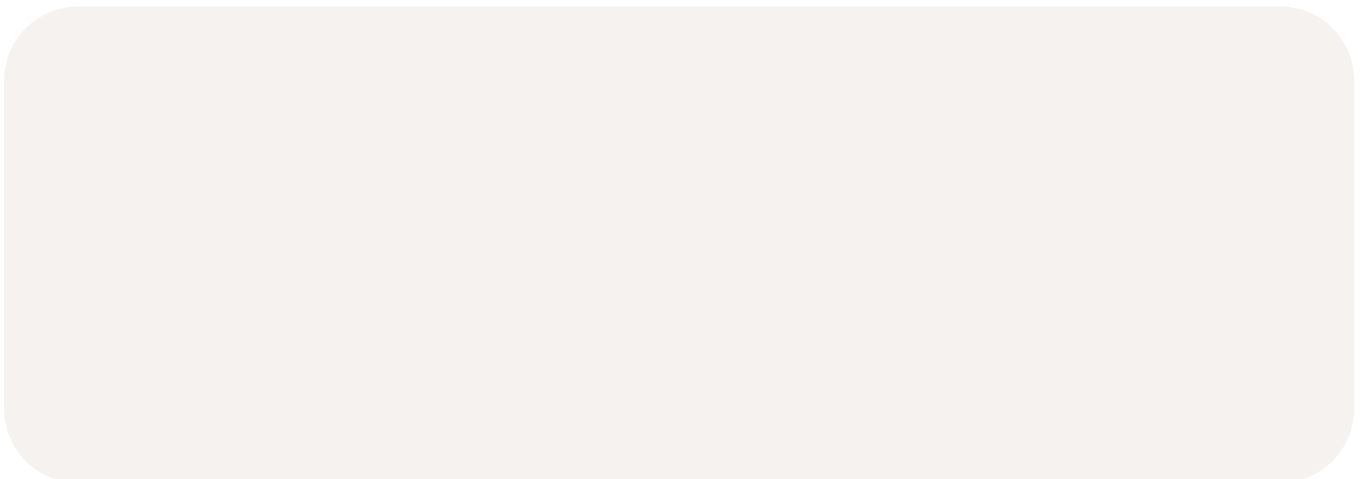
## LAW 29: CREATE A CULT MENTALITY

*If the culture is strong, new people will become like the culture.*

How can I foster a strong culture that shapes new members to align with the values and vision of the group?



What key principles or behaviors define the culture I want to create, and how can I reinforce them consistently?



***"A strong culture shapes its people; when the foundation is solid, newcomers naturally align with its values."***

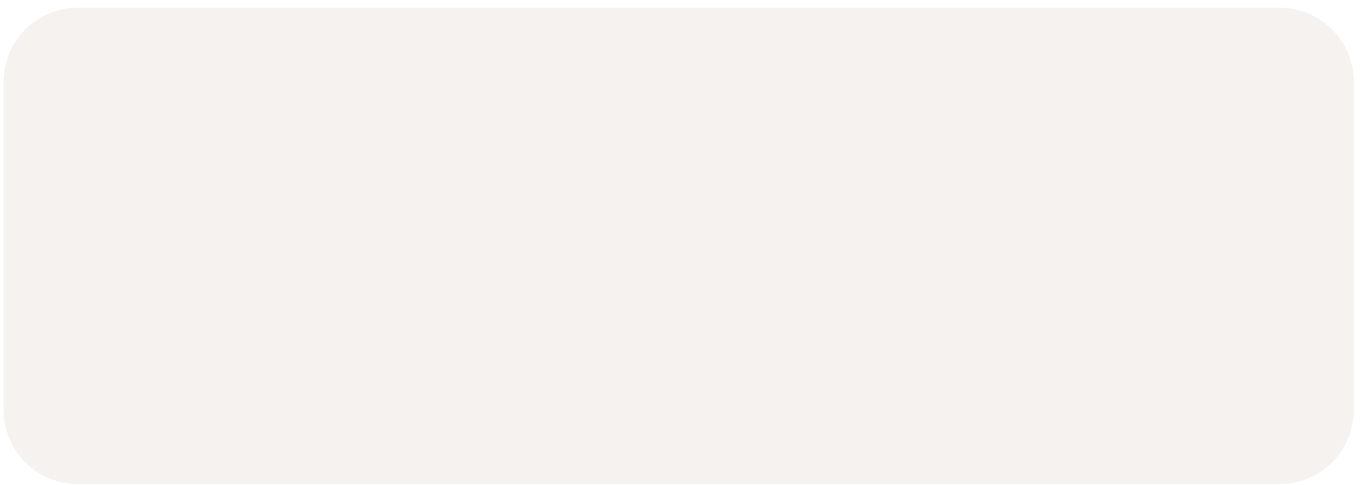
**– Simon Sinek**



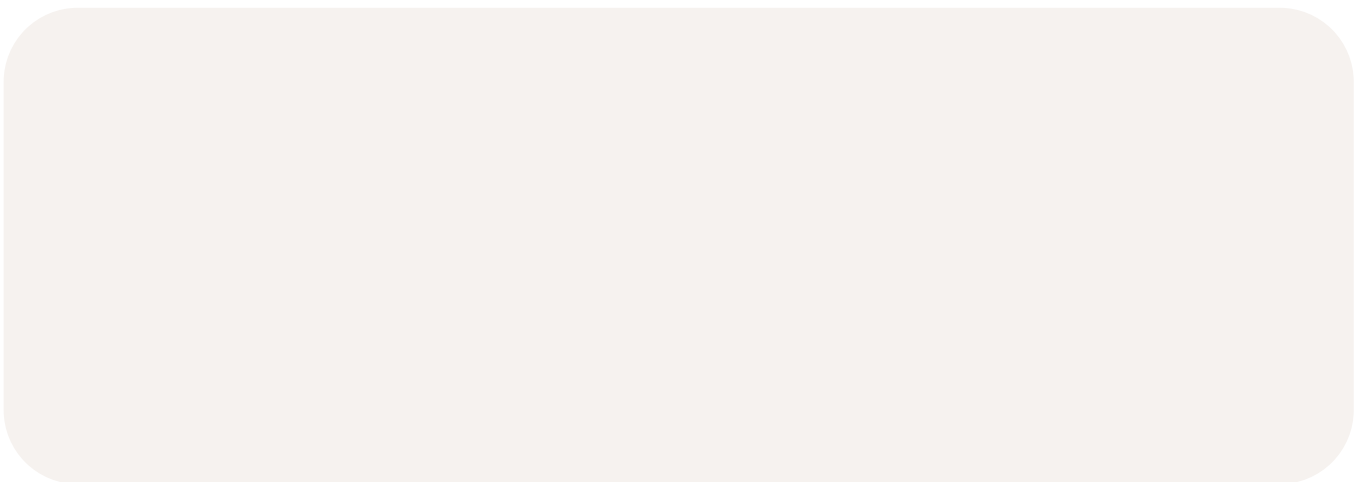
## LAW 30: THE THREE BARS FOR BUILDING GREAT TEAMS

*Consider whether the overall performance, values, and talent level of the company would improve, stay the same, or decline if everyone had the same mindset, skills, and attitude as this individual.*

Does this person's attitude, values, and talent elevate the team's overall performance, and how would the team be impacted if everyone shared these traits?



Am I setting a standard of mindset, skills, and attitude that would strengthen the team if replicated by others?



***"The strength of a team lies in its ability to replicate excellence  
across all members."***

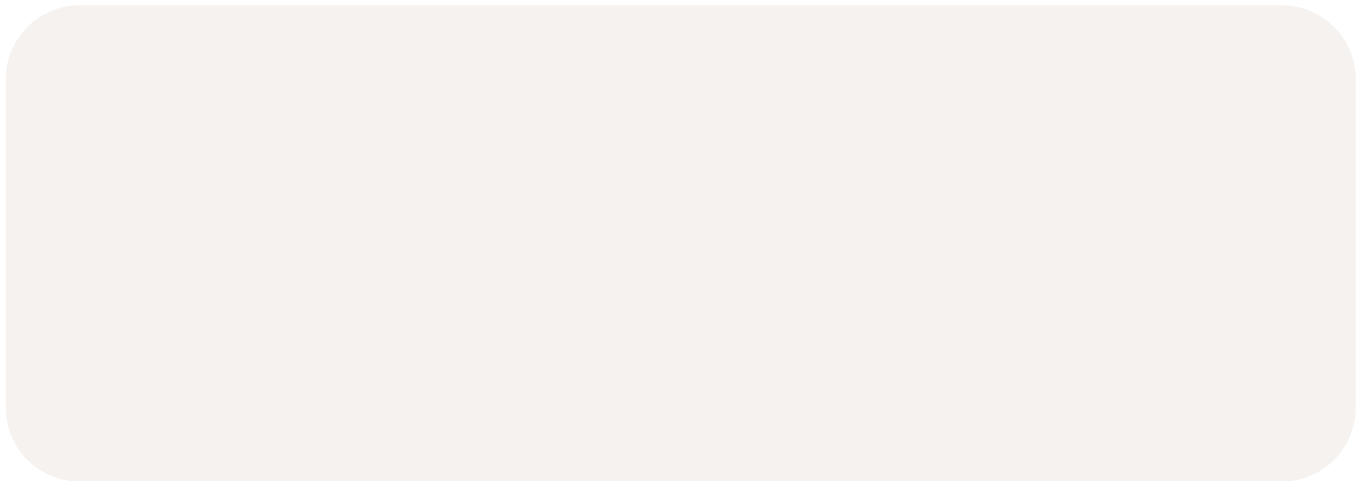
**— Jim Collins**



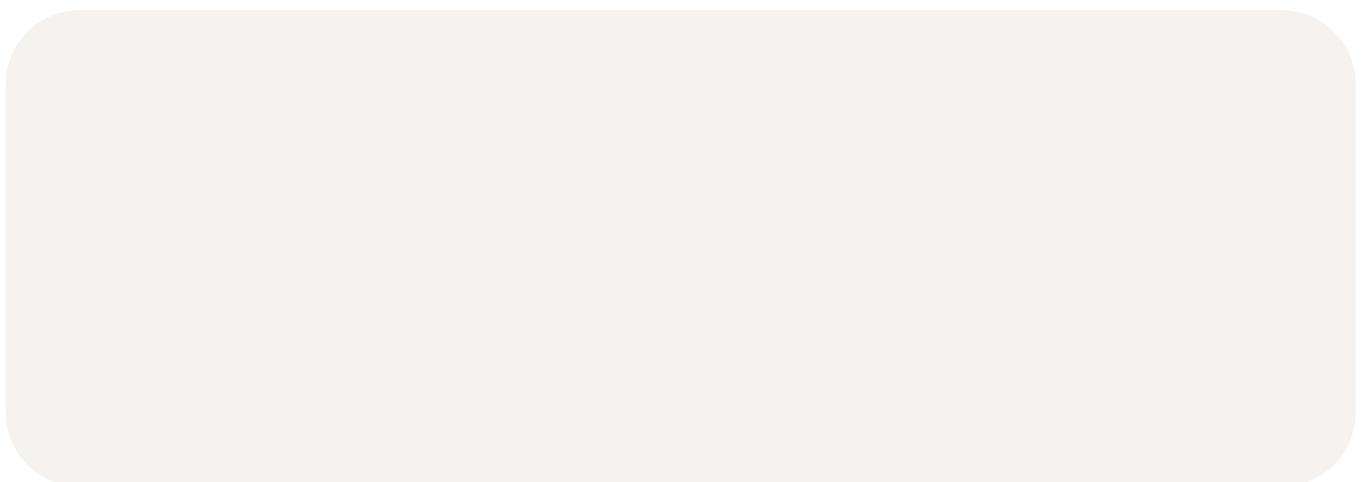
## **LAW 31: LEVERAGE THE POWER OF PROGRESS**

*The most professionally rewarding feeling in the world is a sense of forward motion.*

What small steps can I take today to ensure I'm consistently making progress toward my goals?



How can I track and celebrate my progress to maintain motivation and a sense of forward momentum?



***"Progress, no matter how small, is the driving force that keeps motivation alive."***

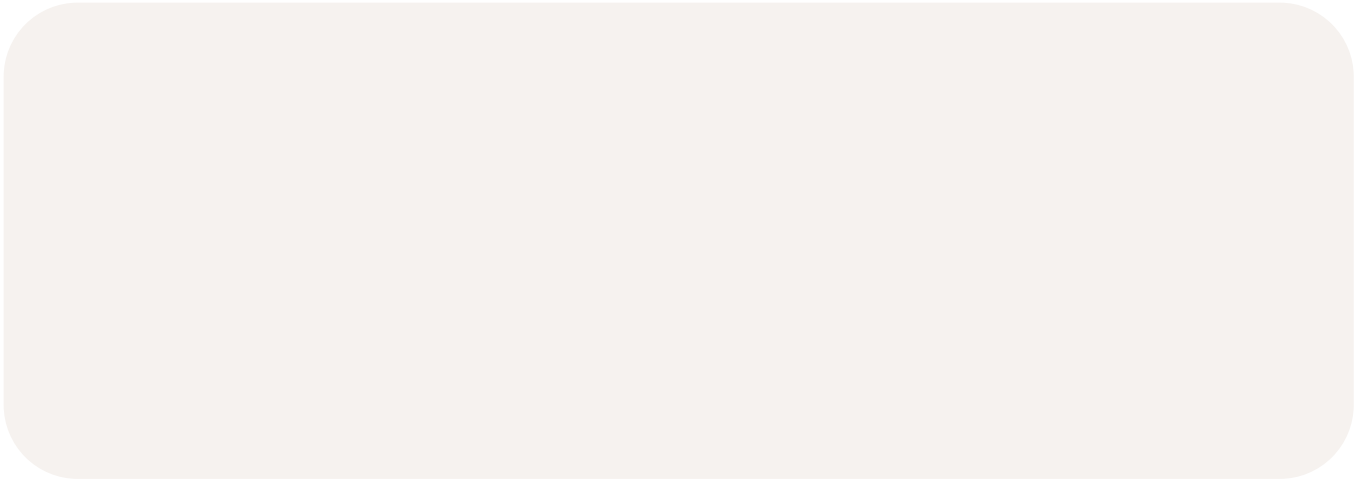
**– Winston Churchill**



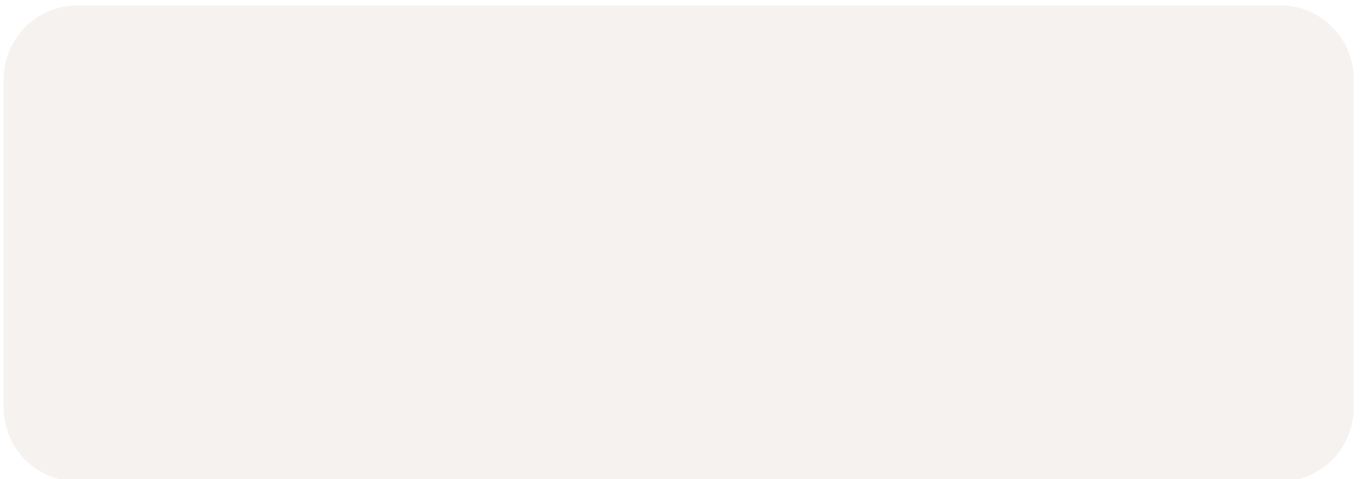
## LAW 32: YOU MUST BE AN INCONSISTENT LEADER

*Show respect to everyone, but adapt how you communicate.  
Demonstrate that you understand what matters most to them.*

How can I adjust my communication style to better connect with different individuals while still maintaining respect for everyone?



Am I taking the time to understand what is important to each person I lead, and how can I show that I value their priorities?



***"True leadership lies in respecting everyone while adapting  
your communication to meet individual needs."***

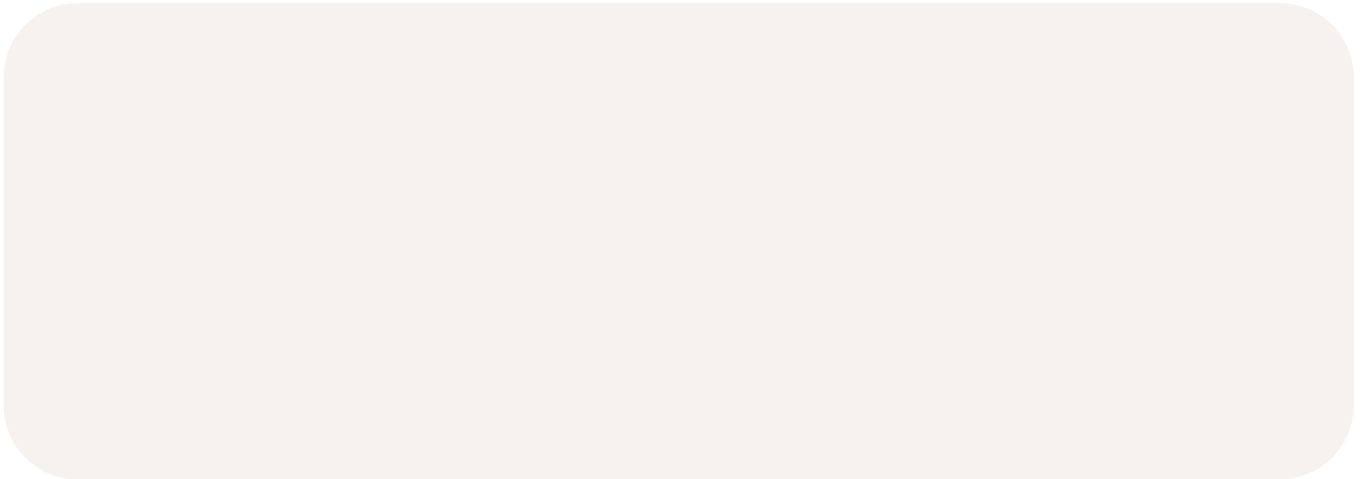
**– John C. Maxwell**



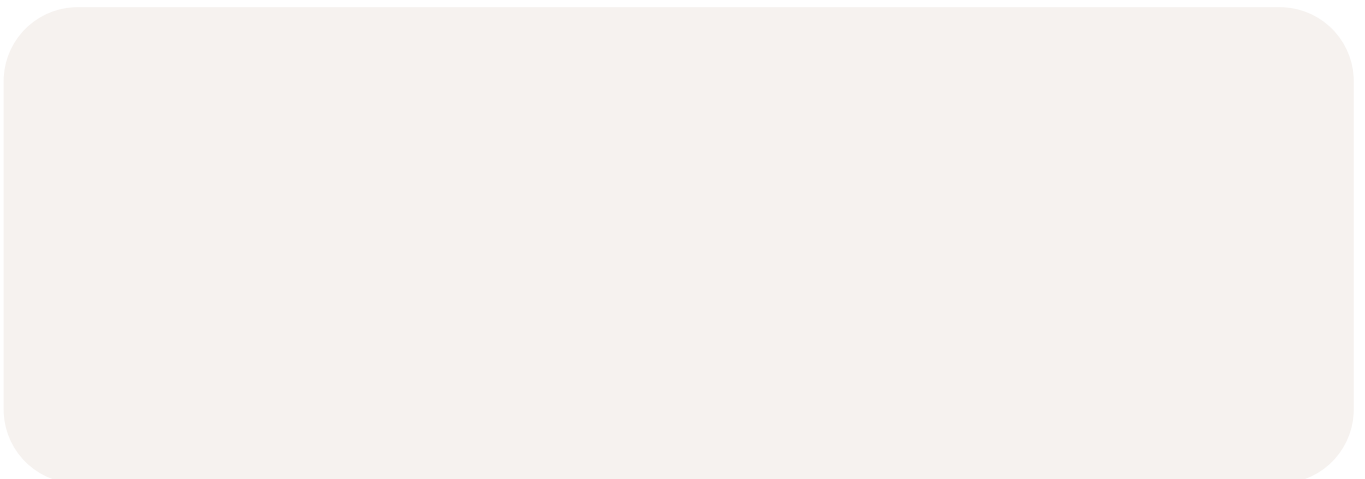
## LAW 33: LEARNING NEVER STOPS

*There's never a point where you've learned it all. Always continue to expand your knowledge.*

Am I actively embracing opportunities to learn, or am I settling into the belief that I know enough



What new skills or knowledge can I seek out to continue my growth and development?



***"The moment you stop learning, you stop growing—stay curious and keep evolving."***

**— Albert Einstein**



I hope this  
workbook has  
provided valuable  
insights.