

## Signature Talk: The 6-Hour CEO™

*How to run a growing business without letting it run you*

### The promise

As your business grows, complexity grows: more people, more decisions, more meetings, and more "balls in the air." This talk gives leaders a practical operating model to reclaim time without losing control, through clarity of roles, clean delegation, objective-based meetings, and coaching rhythms that actually stick.

### Audience takeaways

- A clear way to reclaim time by sorting work into tactical / managerial / strategic—and staying out of firefighter mode.
- A plug-and-play Role Scorecard structure that reduces confusion, strengthens ownership, and improves follow-through.
- A meeting standard that cuts wasted time and produces decisions and next steps.
- A simple accountability loop using 3 questions that drives action without micromanaging.
- A practical cadence for 1:1s and coaching-to-the-process so improvements stick week after week.

### Talk overview

- Stop bottlenecking the business: install a practical delegation system that creates real ownership and follow-through.
- Build role clarity fast: use Role Scorecards so people know what "great" looks like and how success is measured.
- Run tighter weeks: reset meetings and coaching rhythms so the team makes decisions, executes, and needs you less.

### Formats

- Keynote (45–60 minutes) + Q&A
- Interactive workshop (75–120 minutes) with role scorecard and meeting reset exercises
- Leadership/team training (half-day) focused on delegation, scorecards, and coaching rhythms

### About Sturdy (short bio)

Sturdy McKee is a former multi-clinic owner and entrepreneur turned business coach and the creator of The 6-Hour CEO™. He helps founders and owners build more effective businesses, reducing their operational load while improving execution through clear roles, effective delegation, and consistent coaching rhythms.

### Additional Topics:

- Grow Your Profit in 90 Days: How small 1% gains compound
- Recruiting and Hiring A-Players