



# THE INNER CEO



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## The Inner CEO Program Brochure

Welcome to the transformative journey of becoming your own leader with the **Inner CEO Program** offered by Vasitva Career Management and Educational Services, powered by Vasitva Technologies. This brochure provides you with detailed insights into the program structure, core curriculum, and additional resources designed to elevate your personal and professional growth.

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# INNER CEO

AWAKEN YOUR LEADERSHIP • BUILD YOUR NATION



## Context & Who Is This For

At Vasitva, we believe leadership starts from within. The Inner CEO program is designed to transform tech-savvy professionals, entrepreneurs, and ambitious individuals into resilient, strategic, and powerful leaders by focusing not only on external skills but deep internal growth.

### Who Is This For?

- Aspiring entrepreneurs ready to launch their brand.
- Leaders wanting to align career, life, and purpose.
- Professionals seeking mastery over their schedule, energy, and mindset.
- Business owners ready to scale operations sustainably.

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## Program Overview

This curriculum is broken into 8 core modules with bonus essentials, followed by an optional Advanced Inner CEO Track.

### Modules:

Module	Title
1	Self-Care & Self-Development
2	Tools & Tech Deep-Dive
3	Self-Discovery & Clarity
4	Mindset & Inner Leadership
5	Idea & Offer Validation
6	Brand & Messaging
7	Launch & Sales
8	Systems & Scale
9	Bonus Essentials
10-14	Advanced Inner CEO Track (Optional)

## Core Curriculum Deep Dive

### Module 1: Self-Care & Self-Development

- Conduct an Energy Audit & Identify Burnout Triggers
- Create Personalized Self-Care Rituals
- Develop Boundary-Setting Strategies
- Implement a Digital Detox & Focus Framework
- Schedule Regular Mental Fitness Check-Ins

### Module 2: Tools & Tech Deep-Dive

- Map Your Tech-Stack
- Set Up LMS & Content Hub
- Understand CRM & Client Management Basics
- Automate Scheduling & Calendar Tasks
- Explore Simple Automations with Zapier/IFTTT

### Module 3: Self-Discovery & Clarity

- Dive Deep into Core Values

- Highlight Your Strengths
- Perform a Wheel of Life Audit
- Visualize Your Future Self
- Craft a Personal “Why” Statement

## **Module 4: Mindset & Inner Leadership**

- Apply a Belief-Busting Framework
- Practice Resilience Techniques
- Challenge Yourself with Confidence Habits
- Engage in Leadership Language & Role-Plays
- Integrate Mindset Mastery

## **Module 5: Idea & Offer Validation**

- Map Problems & Opportunities
- Conduct Customer Interviews
- Understand Lean Canvas Fundamentals
- Plan an MVP & Prototype
- Implement Feedback Loops & Iteration

## **Module 6: Brand & Messaging**

- Explore Brand Archetypes & Take an Archetype Quiz
- Develop a Visual Direction & Moodboard
- Use a Value-Proposition Framework
- Structure Your Storytelling
- Participate in a Pitch & Copywriting Lab

## **Module 7: Launch & Sales**

- Adopt a Sales-as-Service Mindset
- Practice Script & Objection Handling
- Engage in Live Sales Role-Plays
- Strategize Pricing & Packaging
- Design a Client Onboarding Process

## **Module 8: Systems & Scale**

- Establish CEO Daily Rituals
- Utilize Time-Blocking & Energy Mapping
- Learn Delegation & Automation Basics
- Focus on Metrics That Matter (KPI Dashboard)
- Conduct a Monthly Growth Review

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## **Bonus Essentials (On-Demand Lightning Labs)**

- Improve Financial Literacy & Money Management

- Understand Legal, Compliance & Risk Basics
  - Build Networking & Community Skills
  - Embrace Ethics, Impact & Social Responsibility
  - Practice Burnout Prevention & Sustainability
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## Advanced Inner CEO Track (Optional Expansion)

For leaders who want to build teams, scale operations, and leave a legacy.

### Modules and Topics:

#### Module 10: Team Building & Leadership

- Building High-Performance Teams
- Hiring for Culture vs Skill
- Team Communication Rhythms (Standups, Retros, 1:1s)
- Conflict Management & Resolution
- Delegation Mastery

#### Module 11: Strategic Growth Planning

- Vision Mapping: 1-Year and 3-Year Plan
- Strategic Goal Setting (OKRs Framework)
- Building a Scalable Business Model
- Risk Management for Growth
- Innovation & Adaptability Practices

#### Module 12: Financial Growth & Investment Strategy

- Advanced Financial Planning for CEOs
- Scaling Revenue Streams
- Fundraising Basics
- Business Valuation Fundamentals
- Investor Pitch & Stakeholder Communication

#### Module 13: Advanced Systems & Scaling Operations

- Building SOPs (Standard Operating Procedures)
- Setting up Leadership Layers (COO, CMO, etc.)
- Project Management at Scale (Agile, Scrum Basics)
- KPI Optimization for Large Teams
- Using Data & Dashboards for Decision Making

#### Module 14: Personal Leadership Evolution

- Personal Brand at Scale (Media, PR)
- Thought Leadership & Authority Building
- Mental Resilience at Scale (Managing CEO Stress)

- Legacy Planning: Impact Beyond Business
- Creating a Personal Board of Advisors

## Tools & Resources

Purpose	Tools
LMS	Teachable / Kajabi / Thinkific
Journaling & Worksheets	Google Sheets, Notion
CRM	HubSpot Free / Zoho CRM
Scheduling	Calendly / YouCanBook.me
Automation	Zapier / IFTTT
Design	Canva Pro / Figma
Video	Loom / Zoom
Community	Slack / Circle + Zoom for Calls
Templates	P&L spreadsheet, contract checklist, script templates

## Daily, Weekly, Monthly Routines

### Daily:

- ✓ 90 min focused work (self-mastery, business building, leadership practice)

### Weekly:

- ✓ Group “Inner CEO Circle” Check-In (30 min)

### Monthly:

- ✓ 1:1 CEO Review (post-course strategic planning)

"Your leadership journey doesn't start when you get the title; it starts the moment you choose to lead yourself."

## Contact Us

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Explore your potential and become the leader you were meant to be with The Inner CEO Program. Join us on this transformative journey at Vasitva Career Management and Educational Services, powered by Vasitva Technologies.