

CARL J. COX

MEDIA KIT

Carl J. Cox is the CEO and founder of 40 Strategy, author of *Lost at CEO: An Entrepreneur's Guide to Strategy* and Host of the *Measure Success Podcast*. Carl has been an executive leader in seven different organizations who have grown from 2x to 7x with operations in four continents. Today, Carl is tracking towards his 10-year vision to positively impact over 1 million people, 10,000 organizations, and to donate at least \$1 million to charity.

Carl is a sought after speaker and podcast guest to challenge the audiences to think differently about strategy. He shows how you can defy the odds to reach your destination faster. His inspiring message will empower you to change your habits and discover a better way.

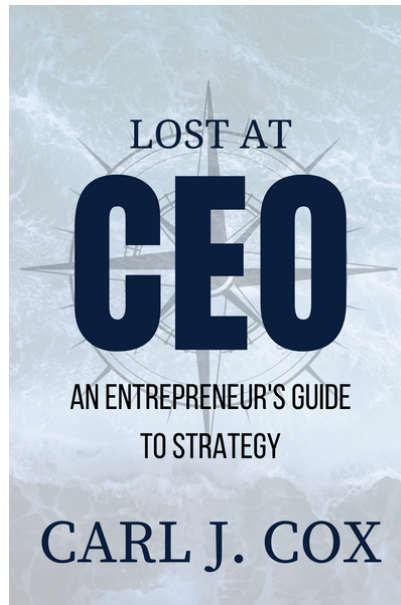
SEND QUESTIONS TO:

MEASURESUCCESSPODCAST@40STRATEGY.COM



LOST AT CEO

Carl J. Cox is the author of *Lost at CEO: An Entrepreneur's Guide to Strategy*. This debut book from Carl was the #1 bestseller in 12 separate Amazon categories.



A business book at heart, *Lost at CEO* is a fictional story examining what it means to be a CEO in the 21st century, how entrepreneurs and organization leaders can steer their teams in the right direction, and strategies for successfully scaling a business –without sacrificing their time with family (or their sanity).

Lost at CEO has been praised as an “invaluable” resource for business owners, a “page-turner,” a book filled with “battle-tested advice,” and a “captivating story rich with practical wisdom.” You can learn more about *Lost at CEO* at <https://40strategy.com/book-2/> or purchase a copy on [Amazon](#).

KEYNOTE TOPICS

How to scale your business with strategy: For the entrepreneurs or business owners who are tired of seeing their strategic plans fail, year after year. Carl's proven CAPTAIN process is a 7-step system that any business, of any size, and in any industry, can use to scale their organization effectively and sustainably.

How to measure success in business & in life: How can you know if you've reached a goal if you're not measuring progress? Carl is so passionate about the topic of measuring success that he has his own podcast about the topic - the Measure Success Podcast.

Developing key performance indicators that drive behavior: Many businesses are using the wrong metrics to track progress and inspire their teams to perform. Carl is an expert in leading and lagging indicators, matching strategic plans with the appropriate metrics, and teaching how to integrate these into your business.

Hiring a great leadership team that fits your needs: To scale, you need support infrastructure. But hiring is also one of the biggest challenges in 21st century business. Carl can talk about how to overcome those challenges, recruiting and hiring mistakes to avoid, and more.

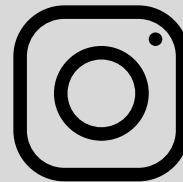
Top mistakes entrepreneurs or business owners make in their strategic planning: Strategy is a field that's only been around a few decades —but many business owners are still entrenched in “how things have always been done.” In Carl's experience, he's learned what doesn't work as much as what works, and he can speak in detail on both.

How to be strategic with your remote workforce: Research has shown that employees working from home are actually some of the most engaged workers. So why is this? How can organization leaders ensure their remotely distributed teams stay on track? And how can they get the most out of their employees, regardless of where they're working from?

How to grow your business... in any economy: Whether we're in the midst of a recession, the economic market has hit a specific industry hard, or we're hit with cascading supply chain problems...it's still possible to scale a business. In any climate. And Carl can explain the principles organizations should follow in order to do so.

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SOCIAL MEDIA



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TO BE A PODCAST GUEST:
MEASURE SUCCESS PODCAST APPLICATION

CARL J. COX

SHORT BIO - JUNE 2023

Carl J. Cox is the CEO and founder of 40 Strategy Inc. Through his career, Carl has been an executive leader and board member with seven different organizations who have grown 2x to 7x with operations in four continents. Early in his career, he started at PricewaterhouseCoopers. He is a certified Gallup Coach for Clifton Strengths.

Carl J. Cox is author of *Lost at CEO: An Entrepreneur's Guide to Strategy*, which reached #1 Amazon bestseller in 12 separate categories at launch in May 2023. He is the host of the *Measure Success Podcast*, where he talks with CEOs, authors, and extraordinary achievers about effective strategies that inspire success in business as well as their personal life. Carl is a motivational speaker and sought after podcast guest to inspire leaders and organizations to think differently about strategy. His company donates 10% of their client net revenues towards charitable organizations.

Carl has been married for over 25 years and they have four children. He coached over 20 winning seasons in youth football, basketball, and baseball. Today, Carl enjoys spending time with family and friends, traveling, reading books, and playing golf. He resides in North Plains, Oregon.

LINKEDIN

CARL J. COX

BIO – JUNE 2023

Mr. Cox is the CEO and founder of 40 Strategy Inc. Carl J. Cox is passionate about designing great strategic plans, but more importantly getting them done. With a focus on purpose, alignment and key performance indicators, Carl works with leaders to provide them confidence to execute. After the plan has been designed, he follows up with leaders to assure they have developed best practices evaluating status and prioritizing goals. Mr. Cox designed the Captain Strategy Program to scale organizations to reach their intended destination faster. Learn more at www.40strategy.com.

Mr. Cox is the author of *Lost at CEO: An Entrepreneur's Guide to Strategy*. At launch in May 2023, the book was ranked #1 Amazon bestseller in 12 different categories. The book is designed as a fable where you will experience the trials and tribulations of a CEO; and how he learns there is a better way to lead strategy. This is a must-read for strategic leaders who want to apply best practices to their organization.

Mr. Cox is the host of the Measure Success Podcast, where he talks with top leaders about effective strategies that inspire success in their business as well as their personal life. The Measure Success Podcast is ranked in the Top 2% of all global podcasts. Subscribe to the Measure Success Podcast on all major platforms including Apple Podcasts, Spotify and Audible. Carl is a motivational speaker and sought after podcast guest to inspire leaders and organizations to think differently about strategy.

Through his career, Mr. Cox has been an executive leader and board member with seven different organizations who have grown 2x to 7x with operations in four continents. Prior to starting 40 Strategy, Mr. Cox was the CEO, North America and founded the US office for an Australia based strategic planning software company, and they grew to over 300 clients with his leadership. In this leadership role, not only did he successfully grow the company to 50% of the global business, but he also had the opportunity to consult with multiple organizations on best practices for strategic planning and execution. Mr. Cox has been a board member for several organizations, and 40 Strategy donates 10% of their client net revenues towards charitable organizations. Mr. Cox is a certified Gallup Coach for CliftonStrengths. Early in his career, Mr. Cox started in public accounting at PricewaterhouseCoopers.

Carl has been married for over 25 years and they have four children. He coached over 20 winning seasons in youth football, basketball, and baseball. Today, Carl enjoys spending time with family and friends, traveling, reading books, and playing golf. He resides in North Plains, Oregon.