



PRODUCT REFERENCE

FEATURES & FUNCTIONALITY

Everything CEO Mindset does today, from the 12-module program to the Answer Coach, Listen and reminders.

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CEO MINDSET™ FEATURES & FUNCTIONALITY

EDITION OCTOBER 20,
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CEO Mindset is the app edition of the *CEO Mindset Strategic Foundation* workbook by Across the Table. It guides a small-business owner through 12 modules and a final integration chapter, one decision at a time, and keeps every answer, score, commitment and brief in a private CEO Business Record. Here is what the app does today, and what is still on the way.

01 At a glance

Feature area	Status
Account, sign-in and sync across devices	Live
Free demo (Module 1, Chapter 1 and every tool)	Live
Full program: 12 modules plus Chapter 13	Live
Five-step chapter workspace with fill-in answers	Live
Direction Diagnosis with automatic scoring	Live
Module briefs, blueprints and plans with Export PDF	Live
Strategic Intent Brief Section 0 approval and versions	Live
Module summaries with approval	Live
Answer Coach (rule-based)	Live
Dictate answers	Live
Listen read-aloud and text size	Live
My business and learning mode	Live
My schedule with email and text reminders	Live
Book a call with Connie Ramirez	Live
How to help panel	Live
Delete my account	Live
In-app Buy the full program button	Coming soon
Bring your own AI	Coming soon

Feature area	Status
CEO Action Center, Decision Log, Meeting Room and other app rooms	Coming soon
Approval and version history for every brief section	Coming soon
Books I to III and the five CEO meetings program	Coming soon
Phone app in app stores	Coming soon

02 Accounts and sign-in

- Create an account with an email and a password (at least 8 characters), confirmed by an emailed link.
- Sign in with your password, or press **Email me a sign-in link instead** for a password-free link.
- Reset a forgotten password with **Forgot your password?** and **Send reset link**.
- Answers save to your account automatically, about half a second after you type, with a live status: **Saving...**, **Saved to your account**, **Offline — saving when you reconnect**, or **Not saved yet — retrying**.
- Work keeps saving through a dropped connection and catches up when you are back online. The app warns you before you close a page with unsaved work.
- Sign in on any device and pick up where you left off. Answers typed before your first sign-in on that device are uploaded to your account.
- **Sign out** removes your answers from that browser, so a shared computer stays private.

03 Demo and full program

- Free demo for every account: all of **Module 1, Chapter 1: From Activity to Direction**, plus every app tool.
- Locked chapters show a clear card with **Unlock the full program**, and the top bar shows **Demo · Unlock** while you are on the demo.
- Full access is linked to the email used at checkout and opens automatically once that email is signed in and confirmed.
- **Check my access** re-checks your purchase and reloads the full program as soon as it is found.
- Demo work carries straight into the full program.

04 The Strategic Foundation program

- 12 modules in 5 parts, from CEO Vision & Strategic Intent through Market Positioning, Revenue Model, Product / Service Ecosystem, Marketing & Sales System, Operations Plan, CEO Structure & Delegation

Plan, Scaling Strategy, Risk Management, CEO Metrics & Money Tracking, the 90-Day CEO Execution Plan and Your Long-Term CEO Plan.

- 151 chapters across the 12 modules, plus Chapter 13: Build your CEO Strategic Operating Blueprint.
- A **Strategic foundation** book map showing every module's executive question, chapters, required tools, final output and meeting connections.
- A module overview for each module with its chapter list, **Put this module to work** summary card and **Final output** card.
- A **Dashboard** with your diagnosis score, completion check, direction level, **Continue chapter**, the decision you are carrying through Module 1, and the five permanent CEO meetings: Monthly CEO Review, Quarterly Strategy Meeting, Annual CEO Planning Meeting, CEO Financial Review and CEO Emergency Decision Meeting.
- Workbook text appears word for word as written by Across the Table.

05 Chapter workspace

- Every chapter has five tabs in the same order: **Learn, See, Practice, Conduct / apply** and **Review**, with **Next:** and **Back:** buttons and **Next chapter:** at the end.
- Blanks, empty table cells and tick boxes in the workbook become fill-in fields saved to your account.
- Each chapter tool includes a 50-point review with a score interpretation, a CEO Commitment with owner, deadline, evidence and review date, a Chapter Completion Check, and My chapter status (Missing, Developing, Defined or Operating).
- Each chapter closes with **Add to Your CEO Business Record**, listing what to carry forward.
- Status and completion checks are set only by you, never by the app.

06 Module 1, Chapter 1: Direction Diagnosis

- Interactive practice: sort 12 statements into Activity, Output, Outcome or Direction with **Check my answers**; judge five scenarios as Reactive, Operational or Strategic with **Show suggested reasoning**; and reason through an attractive-but-risky contract.
- The CEO direction diagnosis: rate 10 statements from 1 to 5, with a live total out of 50 and four levels (Missing, Developing, Defined, Operating).
- Decision driver inventory for your last five decisions, with your most common driver calculated from your entries.
- CEO time reality: your time across Doing, Managing, Leading and Strategically directing, now and in 12 months, with a 100% check.
- Drift by default statements, and one real decision chosen to carry through Module 1.

- Review with a live commitment sentence, a 7-item completion check, chapter status, and a Captured / Missing list for your CEO business record.

07 Briefs, blueprints and plans

- One executive document per module, from the CEO Strategic Intent Brief to the Long-Term CEO Direction Plan, with fillable tables, blanks and tick boxes.
- **Export PDF** on every brief prints a clean copy (no menus or buttons) or saves it as a PDF.
- **CEO Strategic Intent Brief:** a Document control card, a Confidentiality designation (Public, Internal, Confidential leadership use, Restricted — named recipients only), and a Section 0 that fills itself in from Chapter 1.
- Section 0 status moves from **Needs evidence** to **Developing** to **Approved by CEO**. **Confirm section 0** and **Reopen for edits** each save a dated version, and earlier approved versions are never changed.
- Unfinished content is labelled honestly instead of filled with filler.

08 Module summaries

- “Module N Summary: Putting [Module] to Work in Your Business” for any module, from **Account ▼ → Module summaries** or **Open summary**.
- Key idea of each chapter, plus your own CEO Commitments sorted into this week, the next 30 days and the next 90 days by the dates you entered.
- A chapter-by-chapter table that flags missing answers, incomplete commitments, passed dates and status conflicts.
- Adds no commitments, numbers or decisions you did not make.
- **Approve and save to my CEO Business Record** saves each approval as a new version and keeps the earlier ones.

09 Answer Coach

- A card that appears after you finish an answer, docked so it never covers the box you are typing in.
- Checks whether your answer includes what the question asks for: a number, a date, an owner, a threshold or evidence.
- Flags vague words, very short answers, and conflicts with earlier answers (time splits that do not add to 100%, review dates before deadlines, passed deadlines, repeated answers).
- In learning mode, reminds you to label numbers as estimates.
- Asks two or three follow-up questions and offers labelled sentence starters you can add with **Add to my answer**, edit or ignore.

- Never writes, judges or approves your answers. Switch it on or off from the Account menu.

10 Dictate

- A microphone button beside the answer box you are in. Speak, and your words are added to the answer.
- Words appear as you talk and save like typed text.
- Works in Chrome, Edge and Safari; hidden where the browser cannot do it. Phone keyboard dictation also works.
- Clear messages if the microphone is blocked or no speech was heard.

11 Listen and text size

- **Listen** reads any module, chapter, brief or summary aloud, starting from what you can see on screen.
- Play, pause, back and next by paragraph, stop, speed from 0.75x to 1.5x, and a choice of your device's voices.
- Highlights the paragraph being read and skips answer boxes, buttons and blank lines.
- Text size from 90% to 150%.
- No extra account or cost. Preferences are remembered on your device.

12 My business and learning mode

- A short business profile: name, stage, what it sells, who it serves, team size, approximate revenue, location, and what you want help deciding.
- Two modes: **I run this business** or **I'm learning with a business idea**.
- Learning mode changes the questions to plans and estimates and shows "Learning mode: *name*" in the top bar.
- Opens once after your first sign-in, and any time from the Account menu.

13 My schedule and reminders

- Choose your days, start time, session length, time zone and how early to be reminded.
- Email reminders, text message reminders, or both. Texts need a mobile number and a ticked consent box.
- Every reminder links to **Continue where I left off**, which reopens the exact screen and tab you were on, on any device.
- Emails include a link to change or pause reminders; every text includes "Reply STOP to opt out."

- **Pause my reminders for now** keeps your schedule without sending anything.
- No more than one reminder per day for each channel.

14 Book a call

- Request a one-on-one call with Connie Ramirez from the **Book a call** button.
- The app drafts a summary from your own entries: about the business, what you want help with, where you are, needs shown in your answers, suggested chapters to work on, and your commitments.
- You review the summary, choose how to be reached, and tick a consent box before anything is shared.
- **Send and choose a time** sends it, then **Choose a time** opens the booking page to pick and pay for a time.

15 Help and guidance

- **How to** opens a side panel for the screen you are on, with chapter guidance taken word for word from the CEO Mindset Instructor and App Help Manual.
- Explains what the chapter asks you to decide, what the current tab is for, what your tool produces, how to review your answers and what your CEO Commitment means.
- App-feature help for moving around, saving, Listen, Dictate, reminders, the Answer Coach, module summaries, My business and Book a call.
- Phone-friendly layout: under tablet width the side menu becomes a top bar with a **Menu** button.

16 Privacy, security and your data

- Your answers and business information belong to you and are private to your account. Each account can reach only its own records.
- Data travels over encrypted connections, and passwords are stored in scrambled form that no one at Across the Table can read.
- No AI reads or writes your answers. The Answer Coach and summaries use simple rules on your own entries.
- Connie sees your work only when you send a Book a call request and tick the box to share it.
- Approved brief and summary versions are kept and never overwritten.
- Listen settings, text size and the Answer Coach setting stay only on your device.
- **Delete my account** permanently removes your account and everything saved to it, right away. Purchase records are kept so you can return with the same email.

- Export any brief as a PDF; email us for a full copy of your data or help deleting your account: info@acrossthetable.biz · 480-582-4716 · acrossthetable.biz.
- Educational workbook only: not legal, tax, accounting, financial or employment advice.

17 Coming soon

- **Buy the full program inside the app.** Today the unlock card says the store page opens soon. Buy through Across the Table and your access is linked to your checkout email.
- **Bring your own AI.** The **Your AI · Not connected** card in the menu is a preview. When it arrives, AI will be optional, clearly labelled, and kept separate from your own answers; it will never make your decisions.
- **CEO app rooms.** The “App Connection” section at the end of each chapter describes future areas such as the CEO Action Center, CEO Decision Log, CEO Meeting Room, CEO Financial Room, CEO War Room, Risk Register, CEO Dashboard and Business Record / CEO Memory. These are not in the app yet; for now, keep that work in the chapter tool and your module brief.
- **Approval and version history for every brief section.** Today only Section 0 of the Strategic Intent Brief has its own approval; its remaining sections show Missing until this arrives.
- **Automatic totals on chapter reviews.** Outside Module 1, Chapter 1, you add up your 50-point review score yourself.
- **Books I to III:** CEO Meeting Academy, The Five CEO Meetings and Executive Meeting Language, shown on the learning journey.
- **Professionally narrated audio** for each module, as an upgrade to Listen.
- **A self-serve download** of all your data. Until then, email us for a copy.
- **A phone app in the app stores.** Today CEO Mindset runs in your phone’s browser.

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