Benard Muli's CEO Roadmap: Inside-Out Identity Blueprint

# I. CEO ARCHETYPE & IDENTITY

CEO Archetype: Visionary + Servant Leader

Mindset Code: "I don’t wait for opportunities — I create them."

Core Values:

- Integrity

- Responsibility

- Growth

- Contribution

- Vision

- Creativity

- Consistency

Personal Mission: To lead by example, build innovative and sustainable ventures, and uplift communities through impactful leadership.

Identity Focus: Build from within — mental clarity, emotional intelligence, personal discipline — and reflect it in every project, brand, and relationship.

# II. LIFESTYLE CUSTOM FLOW (DAILY)

Morning:

- Wake up early

- 20 min movement (walk, stretch, or workout)

- Write down everything on your mind (brain dump: worries, ideas, to-do)

- Prioritize top 3 tasks only

Midday:

- Focus blocks (30–60 min intervals)

- No multitasking

- Phone and social media breaks minimized

Evening:

- Quick wins recap (what went well)

- Reflect on leadership decisions, journal

- Reset your mind for tomorrow

Weekly Focus Areas:

- Leadership growth

- Business model building

- Tech skill sharpening

- Networking and visibility

# III. CURRENT INVOLVEMENTS & ALIGNMENT

Businesses:

- Bria & Peculiar Accessories

- VR Circle (JS learning, dev community)

Job: Accountant & Programmer at Mutall

Focus Approach:

- View all three through your CEO lens

- Delegate more at Bria as it grows

- Position VR Circle as a platform, not a side hustle

- Use Mutall to refine your systems thinking and technical edge

# IV. EDUCATION AS A CEO

Formal (Optional):

- Business Administration or Entrepreneurship Certs (online short courses)

- Strategic Thinking (HarvardX, Coursera)

Self-Education (Ongoing):

- Books

- Podcasts

- Courses

- Networking

# V. CEO READING LIST

Core Books:

1. The Lean Startup – Eric Ries

2. Start with Why – Simon Sinek

3. Good to Great – Jim Collins

4. How to Win Friends and Influence People – Dale Carnegie

5. Atomic Habits – James Clear

6. Principles – Ray Dalio

7. The Personal MBA – Josh Kaufman

8. Company of One – Paul Jarvis

9. The Hard Thing About Hard Things – Ben Horowitz

10. Tribes – Seth Godin

# VI. CEO CHESSBOARD & BUSINESS STRATEGY

Definition: A mental map where every decision is strategic — like chess.

Key Principles:

- Every move must serve long-term goals

- Know when to pivot vs. double down

- Use limited resources creatively

- Partnerships are your power pieces

Weekly Reflection Prompt: What was my CEO move this week?

# VII. CEO SOCIAL MEDIA PRESENCE

Purpose:

- Tell your story

- Share vision, lessons, ideas

- Build trust and visibility

Inspiration CEOs:

- Ben Francis (Gymshark)

- Melanie Perkins (Canva)

- Gary Vee (VaynerX)

Platforms to Prioritize:

- LinkedIn (leadership)

- Instagram (Bria + personal brand)

- TikTok/YouTube (VR Circle tutorials)

Content Rhythm:

- 1 post about your journey/week

- 1 tip/resource/share/week

- 1 behind-the-scenes/story/week

# VIII. WEBSITE & PORTFOLIO SETUP

Do You Need It? Yes

Website Structure (BenardMuli.com)

1. Home – Vision, identity, CEO journey

2. About – Bio + story

3. Projects – Bria, VR Circle, Mutall

4. Blog – Lessons, strategy, leadership

5. Resources – Books, links, tools

6. Contact – Collaboration, consulting

Digital Assets Needed:

- Headshot & logo

- Short intro video

- Brand colors + tagline

# IX. SUMMARY TIMELINE (2025 FOCUS)

Q2 (Apr–Jun):

- Define CEO brand

- Build personal site + Linktree

- Clean up social media + brand bios

Q3 (Jul–Sep):

- Weekly content flow

- Grow VR Circle into a dev hub

- Host 1 leadership event/podcast

Q4 (Oct–Dec):

- Launch YouTube tutorials

- Strategic partnerships

- CEO journal/book draft begins

# FINAL NOTE

This roadmap is your playbook, but YOU are the game changer.

Focus. Reflect. Adjust. Execute daily.

“You are not preparing to be a CEO — you already are one, growing into your full version.”

Let’s build!