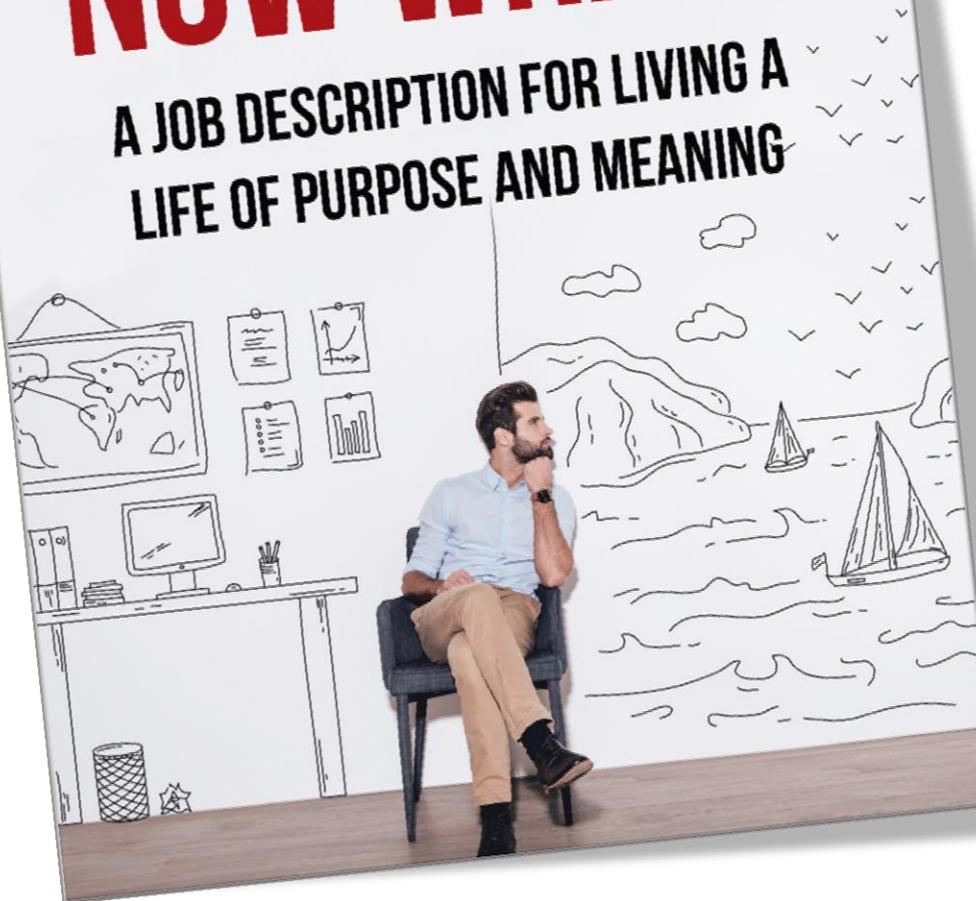


DAN BURNETT
**I AM CXO,
NOW WHAT?**

A JOB DESCRIPTION FOR LIVING A
LIFE OF PURPOSE AND MEANING



PRESS KIT

A Message from the Author

Have you ever contemplated your purpose and plan for your life? Have you looked for signs or road markers affirming you are headed in the right direction; or perhaps clearing the path for a new future? Have you ever felt you are simply going through the motions without living intentionally? Do you find yourself submitting to the temptation to join the masses of loud voices, win-lose intolerance, and selfish division; believing that if it feels good or benefits you personally then move full-steam ahead? Have you reflected on your *calling* and struggled to surrender to His will? You are not alone. I know that I have done all of the above.

I got it wrong for many years. I was self-righteous and concerned more about my own interests than the common good. I am here to tell you there is a better way. You can uncover your authentic self and willingly embrace the true meaning of life – to love others. And, in doing so, you can live with more peace and joy.

For me, I needed a daily reminder of what, or who, I aspired to be. The concept of a Chief Experience Officer (CXO) was that mnemonic for me. Choosing to be a CXO was just the prompt I required to try to be a better me. Not better than anyone else; just the best person I could be. The results were immediate and profound. I started noticing that lives were being changed – most significantly, mine.

I took it a step further and wrote a job description for the position of CXO. I spell out every duty, competency, and experience required in the book. It is a simple guide for living a life of meaning, where you are in charge of your choices and report to your core values. I think you will find you are equipped to begin the role immediately. And all it takes are relatively simple actions like forgiving others and showing vulnerability.

Our world needs more people who can deliver exemplary, life-changing experiences to others; people who are willing to stand up and be a positive voice for acceptance, humility, and service to others. You need not look any further than the TV news or latest Twitter feed to see we are lacking in CXOs. Our friends, family, neighbors, and co-workers are feeling anxious – dare I say disgruntled. And they are leaving the church. What had been for centuries our most stable and resilient defense against civil discord is more and more being viewed as a “nice to have” rather than a “need to have.”

A new way, a better way, starts within each of us. And inside the pages of *I Am CXO, Now What?* readers will find a simple and eloquent case for starting a new job today – as a Chief Experience Officer.

Dan Burnett

JOB DESCRIPTION

POSITION TITLE: CXO – Chief Experience Officer
REPORTS TO: Values
SUPERVISES: Choices
CLASSIFICATION: Full Time/ Unpaid/ Complete Benefits

POSITION SUMMARY

The Chief Experience Officer delivers exemplary, life-changing experiences to family, friends, co-workers and any other person he or she interacts with on a day-to-day basis. The CXO is a driving factor in determining the merit of someone else's human experience. Without bias or fuss, the CXO will influence the morale, loyalty, engagement, satisfaction, and self-worth of others.

PRINCIPAL DUTIES

1. Listen more than you talk.
2. Say nice things in a nice way.
3. Show appreciation to others.
4. Be patient with others.
5. Forgive others.
6. Apologize when you make a mistake.
7. Follow through on what you say you are going to do.
8. Sacrifice your time, money, or effort for the sake of someone else.
9. Leave all things better than you found them.
10. Seek the common good over your individual good.

REQUIREMENTS

No experience necessary.

CORE COMPETENCIES

- Approachability
- Positivity
- Authenticity
- Vulnerability
- Humility
- Generosity

PHYSICAL/SENSORY DEMANDS

Must be able to withstand extended periods of peace and joy. Occasional light lifting of arms to give hugs and pats on the back. Exposure to slight cheek pain due to prolonged smiling.

About the Author

Dan Burnett is an author, speaker, and masterful facilitator. He holds a degree in education and has over 20 years of experience in workplace learning and performance. He has worked at large for-profit and non-profit organizations. Dan has been blessed with the opportunity to conduct workshops on family, faith, leadership, educator, and professional development for many local organizations. He is married, has two children, and resides in southeastern Wisconsin.



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Book Endorsements

“In his thoughtful book, *I Am CXO, Now What?*, Dan Burnett lays out a simple and genuine path towards human fulfillment, becoming the best person that each of us can be. Using the wisdom of Jesus Christ in the Gospels, he shows us how we find success, happiness and purpose by focusing on the service of others. This fundamental paradox—finding ourselves by giving ourselves away, realizing our full potential only through sacrificial humility and dying to selfishness in order to rise to self-gift—is the great secret of the life, death and resurrection of Jesus. In a culture which seeks pleasure, power and gain, we can use the ageless wisdom of God to find authentic joy, abundant meaning and passionate purpose in our marriages, families, jobs and friendships. Dan Burnett reminds us that we possess the power to change the world and ourselves in the process of true self-discovery.”

-Bishop Donald J. Hying, Diocese of Gary Indiana

“A heartfelt, accessible, and uniquely creative approach to living out a life of meaning in Christ’s image — Dan Burnett is a welcomed new voice to the phalanx of Catholic writers connecting faith with the minutia of modernity. A must read!”

-Matt Weber, CatholicTV host and Loyola Press author

“In *I Am CXO, Now What?*, Dan Burnett has written a must-read primer for anyone seeking Christ-centered, servant leadership development to broaden their career repertoire. Read his book and be challenged to examine the person in the mirror, learning from someone who will help you fight the good fight across the broad spectrum of life: spiritual, personal, and professional. Dan’s book is an enriching guide, full of important information for those of us who aspire to gain credible, faith-inspired professional development.”

–Timothy Christian, author & non-profit executive

Author Interview

What does CXO mean?

CXO is an acronym for Chief Experience Officer. A play on CEO, or Chief Executive Officer, a CXO is accountable for the experiences he or she delivers to others. Every friend, family member, or co-worker you encounter will have an experience with you – why not make it a positive experience?

What prompted you to write the book?

I have had the goal to write a book for close to 15 years, and I started and stopped a number of times writing different books. I had only random chapters; nothing congruent or cohesive. I got more serious about it the last 3-4 years, though I struggled to come up with precisely what the book should be about.

Then, in the summer of 2016 I was asked to give a presentation to a local professional association. I was given free rein to speak on the topic of my choice. I selected the topic of CXO because, at that time, I had been using it as a personal reminder of who, or what, I aspired to be. The Holy Spirit put the notion of CXO in my heart. Choosing to be a CXO was just the prompt I needed to try to be a better me. Not better than anyone else; just the best person I could be. The results were immediate and profound. I started noticing lives were being changed – most significantly, mine. I felt called to share that message with others. The overwhelmingly positive responses from that one presentation were what lit the spark in me to take this deeper and build out the book.

Who is the intended audience for the book?

It is undeniably a Christian book, though I have given presentations on the concept of being a CXO which were completely secular.

I believe young adults who are going to college or receiving vocational training and preparing to enter the workforce would relate to the book. I can give them a job! I say that tongue and cheek, but it is true. It may be one of the most important jobs they ever have. My dad taught me that people will remember you for who you are as a person, not what you do for a living.

Adults in or approaching mid-life will appreciate how the book addresses the question, “What is the purpose of my life?” In that category myself, I know that many adults at this stage contemplate the true meaning of their existence and whether or not they are navigating the right path. The book can aide in their discernment.

And senior readers can get affirmation from the book that they matter, they made a difference, and it is never too late to start something new. I really believe the book has a broad appeal.

You talk in the book about being an unaware young adult, self-righteous and unbending. What caused you to change?

It wasn't one specific event or moment I can point to. It was a journey, a journey I am still on, of maturing and growing into the man I am called to be. It took getting comfortable with vulnerability and humility; and then seeing the fruits of my trust in God. I needed to trust that diverting my attention away from myself and onto others would lead to more peace and joy in my life. And it really has – time and time again.

Tell me more about the job description you wrote for a CXO?

Just like a job description that a CEO would have, or that you likely have for your job, the job description for a CXO contains elements like Principal Duties, Core Competencies, and Physical Demands. I go into detail for each in the book using storytelling and real-life examples.

For example, one of the Principal Duties of a CXO is to apologize when you make a mistake. And core competencies include what I call “six little itys,” because they all end in I-T-Y. They are approachability, positivity, authenticity, vulnerability, humility, and generosity.

Why do you think the book is resonating with so many people?

I have been honored and humbled to see how many people are taking time out of their lives to read the book. And after reading it many are buying additional copies to give to friends and family. That is the greatest compliment an author can get. I believe the book is resonating with people because it is accessible; it reaches people where they are at without coming across as preachy, condescending, or gratuitously academic.

It has been my experience that people are often instructed on what to DO; whether it is a computer program, math equation, or leadership principle. I have made a career out of training people on what to DO. I am finding people are yearning for support and guidance on simply how to BE. That is the point of the book; not what to DO as a CXO, but rather how to BE as a CXO.

I also believe people are getting anxious and overwhelmed by all of the division, intolerance, and civil discord we are experiencing throughout the world. People are looking for a light amidst the darkness, silence amongst the noise, and belongingness within the isolation. The behaviors of a CXO can get us there.

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