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THE GAME PLAN

The Business of Fatherhood: Chris Efessiou Talks About Book on Parenting

Posted by **Maddy Berner** / Thursday, June 14th, 2012

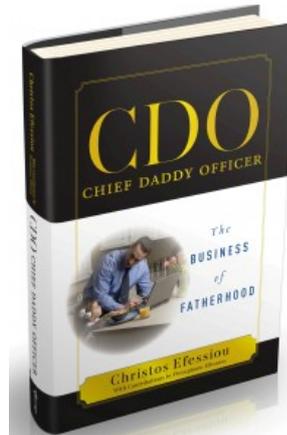
A couple of years ago, a publisher asked **Chris Efessiou**, successful entrepreneur and founder of multiple pharmaceutical companies, to write a book about business. He refused. To him, the idea wasn't going to benefit anyone.

"The world is not exactly crazy about a business book," he says.

Instead, he found another way to combine his business success with a love for his daughter, Persephone. His book, "**CDO: Chief Daddy Officer, The Business of Fatherhood**" teaches parents how to apply business ideals and lessons to raising children. Chris and his book will be in Bethesda today and at Tysons Corner Center on Saturday. Read on to learn more about the book, its birth and the event.

Chris was a Greek immigrant who came to the United States 35 years ago. He attended school in Boston, studied health science and continued to stay in the field and found multiple businesses. He is now the founder and chief executive officer of Strategic Pharmaceutical Advisors.

In the mid-1990s, Chris and his wife divorced. But before seven-year-old Persephone could leave with his wife, she made the decision to stay with her father. The choice did not surprise Chris, who says he has been extremely close with her since infancy. She contributed to his book and has her own by line on the cover.



Chris's book, on sale now. | Photo courtesy of Chris Efessiou

Because he was left as a single dad, the idea that parenting was similar to managing a workplace bloomed out of necessity, Chris says.

"I did not have lots of parenting experience other than the seven years prior to the divorce and there's no manual that tells you how to raise a child and I knew little else," he says. "I decided that if things work in an environment where you manage multiple individuals, they should work in an environment where you manage one."

The term "Chief Daddy Officer" applies to Chris himself, but he says it is really someone who is a "Chief Parenting Officer." There's no such thing as a good parent, he says, but there is a parent that tries.

"The qualification of a Chief Daddy Officer is none other than somebody who actually applies themselves to parenting," he says. "They don't parent as a thing they do every day. It is a concerted effort that takes thought process before, during and after because I don't believe that parenting ever ends. It is being there emotionally and physically, whenever possible."

Still, there are hardships that come with being a businessman and family man. Chris says time management is a common problem among working parents because their job and family are constantly pulling at them. Keeping them separate and devoting complete attention to each is important.



"When you are at work, give 110% at work and when you're not at home, do the same at home. All too often we take our work home but we rarely take our home to work," he says. "Being able to actually guide and manage your own time in such a way that you're able to have clear points of demarcation and when you're at home, be engaged at home, is the biggest advice that I can give."

Though his book is filled with helpful

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Chris and his daughter, Persephone, in 2009. | Photo courtesy of Chris Efessiou.

parenting tips, there are three Chris says are some of the most important: listen, mentor and lead by example.

“If there is any single thing that I want to put out there, it’s that leading by example is the key to everything because children imitate,” he says. “The ‘do as I say, not as I do’ is such hogwash. If you are going to lead, help form a human being, than you need to be able to teach them that—not with words but with actions.”

Visit [Chris's website](#) to read a sample chapter of his new book, listen to his radio show and read his blog. Then, head over to the Bethesda Barnes & Noble on Bethesda Avenue at 6 p.m. today, and Tysons Corner Saturday at 1 p.m. to meet the man behind the success!

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