

Bruce Eckfeldt

Business coach and strategic advisor to founder-CEOs of mid-market growth companies

> **A successful deal is a lot more than a good valuation. The exit isn't a transaction. It's a transition. Make sure it serves you, not just financially, but professionally and personally as well.**

FULL DAYS

LEADERSHIP

Leadership Team Intensive

A full day building the team that can run the company without the founder.

STRATEGY

Growth Strategy Intensive

One leadership team, one day, one plan the team will actually run.

EXIT

Exit Readiness Intensive

A full day to get the company and the founder ready for a sale.

LINKS

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FULL-DAY PROGRAM

Exit Readiness Intensive

A full day to get the company and the founder ready for a sale.

A full day for a founder group serious about a sale in the next few years. The morning is honest diagnosis across readiness, company value, and personal criteria. The afternoon turns that into a sequence: what to fix, in what order, on what timeline.

TOPICS COVERED

- Business readiness across the six dimensions buyers weigh
- Personal readiness: identity, purpose, family, and life after the sale
- Personal criteria for a deal, set before anyone is at the table
- Sequencing the work: what to fix, in what order, on what timeline

KEY TAKEAWAYS

- ✓ A complete readiness picture across the company, the deal, and the founder
- ✓ Personal criteria for a deal, defined before anyone is at the table
- ✓ A sequenced plan with a clear first ninety days

ABOUT BRUCE

Bruce Eckfeldt is a business coach and strategic advisor for founder-CEOs of growth-stage companies. He draws on firsthand experience as a former Inc. 500 CEO who founded, scaled, and successfully exited a Lean/Agile software development agency in 2013, and has coached founders through scaling and exiting for more than a decade.

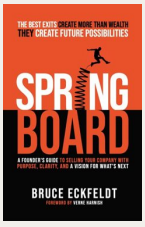
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

CREDENTIALS

- Certified Exit Planning Advisor (CEPA), 2025
- Predictive Index Certified Consultant, 2020
- Scaling Up Certified Coach, 2016
- Flow Research Collective Certified Coach, 2023
- Metronomics/3HAG Certified Coach, 2019
- Inc. 500/5000 CEO, five years

BOOK THIS PROGRAM

This program runs as a full day for a founder cohort, with interviews before the day and a written summary of decisions, owners, and dates after. Founders who want to keep going continue with VALUE10X for the company and BLUEPRINT90 for themselves. To book it, or to talk through what would work for your group, email **speaking@eckfeldt.com** or visit **eckfeldt.com/speaking**.



THE BOOK

Springboard

A Founder's Guide to Selling Your Company With Purpose, Clarity, and a Vision for What's Next. Foreword by Verne Harnish.

This day works both of the book's tracks: making the company ready to sell, and making the founder ready for what comes next. First three chapters free at **eckfeldt.com/springboard**.