

Bruce Eckfeldt

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

> **The most important strategic question is what you've decided not to do. You can't be good at everything. Strategy is about focusing your time, energy, and resources on a handful of things that reinforce each other.**

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

Growth Strategy Intensive

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

Most strategic plans aren't wrong. They're disconnected from the work. This full day works with one leadership team. The morning looks at where the business stands, what the market rewards, and who the company is really for. The afternoon turns that into a long-range goal, quarterly priorities, and the accountability to hold them.

TOPICS COVERED

- Strategy as a set of choices, including what the company will not do
- The core customer, and the position that sets the company apart
- A long-range goal specific enough to change decisions this quarter
- The priorities, owners, and meeting rhythm that keep the plan alive

KEY TAKEAWAYS

- ✓ Agreement on where the business stands, including the parts nobody says out loud
- ✓ A long-range goal and the quarterly priorities that ladder up to it
- ✓ Owners, metrics, dates, and the cadence that keeps them on track

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.

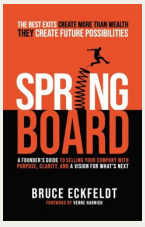
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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 one leadership team, with interviews before the day and a written summary of decisions, owners, and dates after. Teams that want to keep going continue with ROADMAP12. 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.

Springboard's Sell-Keep Posture applies to strategy too: run the business as if you'll own it forever, and keep it ready to sell at any time. First three chapters free at **eckfeldt.com/springboard**.