

Bruce Eckfeldt

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

> **The things that made you successful are the things holding you back from the next level. Growth isn't just adding. It's also shedding. If you're stuck, look at what you're still holding on to.**

KEYNOTES

LEADERSHIP

From Founder to CEO
Why the instincts that built the company stop working at scale.

STRATEGY

The Cash Conversion Cycle
Why profitable companies run short of cash, and where to find it.

EXIT

Sell Your Company Without Regret
Why the exit is two jobs, and most founders only do one.

LINKS

speaking@eckfeldt.com
eckfeldt.com/speaking
eckfeldt.com/media

bruce@eckfeldt.com
eckfeldt.com/about

KEYNOTE

From Founder to CEO

Why the instincts that built the company stop working at scale.

The skills that make a great founder are not the skills that make a great CEO. Founders win by doing, deciding, and selling. CEOs win by building the people and systems that do those things without them. This keynote shows each person in the room where they are still running the company as a founder, and what to change first.

TOPICS COVERED

- Why growth stalls when the founder becomes the bottleneck
- How the job shifts from doing the work to building leaders and systems
- The founder habits that get in the way, and why they are so hard to drop
- How to change the job on purpose: feedback, time away, and new routines

KEY TAKEAWAYS

- ✓ A clear read on which parts of the company still run through them
- ✓ The one founder habit costing them the most right now
- ✓ A first step to change their own role, named before they leave

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.

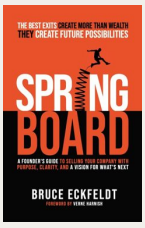
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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 KEYNOTE

This keynote runs 60 to 90 minutes for chapter events, associations, conferences, and leadership meetings, and can be shaped to fit your audience. 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.

The book argues that a company worth buying is one that runs without its founder, which starts with the founder changing their own job. First three chapters free at **eckfeldt.com/springboard**.