

Bruce Eckfeldt

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

> **Selling a company is two jobs: preparing the business and preparing yourself. Most founders only do the first, and that is where the regret comes from.**

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.

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KEYNOTE

Sell Your Company Without Regret

Why the exit is two jobs, and most founders only do one.

Most founders spend years preparing the company and almost no time preparing themselves. The result is a wave of post-sale regret that has very little to do with the size of the check. This keynote reframes the exit as a launching point rather than an ending, and shows founders what has to be true personally before a deal is ever on the table.

TOPICS COVERED

- The exit as two jobs: preparing the company and preparing yourself
- Why most post-exit regret is a readiness problem, not a valuation problem
- The identity trap that keeps founders in too long, or pushes them out too fast
- The Sell-Keep Posture: always ready to sell, never needing to

KEY TAKEAWAYS

- ✓ A scored view of their own exit readiness, completed in the room
- ✓ A clearer picture of what they want life to look like after a sale
- ✓ The questions to answer before any buyer is at the table

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.

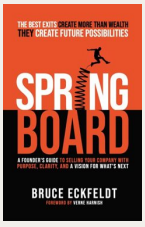
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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.

This keynote is built on the book's core idea: the exit is a launching point, not an endpoint. First three chapters free at **eckfeldt.com/springboard**.