

# Bruce Eckfeldt

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

> **Growing companies rarely run out of profit. They run out of cash. Every day you take out of the cycle is money you don't have to borrow.**

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

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KEYNOTE

# The Cash Conversion Cycle

## Why profitable companies run short of cash, and where to find it.

Growing companies rarely run out of profit. They run out of cash. This keynote explains the cash conversion cycle, the days between paying for the work and getting paid for it, and why growth stretches it. Participants see the four cycles that drive it and leave knowing which lever to pull first in their own company.

### TOPICS COVERED

- Why profitable growth can still drain the bank account
- The four cycles that set the cash conversion cycle: selling, making, delivering, and billing and collecting
- How a few days on each lever turns into real dollars
- Where cash usually hides in a growing company

### KEY TAKEAWAYS

- ✓ A rough estimate of their own cash conversion cycle, worked out in the room
- ✓ The lever likely to free the most cash in their company
- ✓ One cash move to start on the next week

### 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.

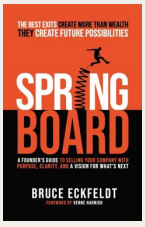
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

### 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 for a company that is always ready to sell and never needs to, and a short cash cycle is part of being ready. First three chapters free at **eckfeldt.com/springboard**.