

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.**

WORKSHOPS

LEADERSHIP
Who Decides What
Moving decisions off the CEO's desk and into the right seats.

STRATEGY
Defining Your Core Customer
The one strategic decision that makes every other one easier.

STRATEGY
Shortening Your Cash Cycle
Funding growth from inside the business by getting paid faster.

EXIT
Calculating Your Value Gap
The distance between what the company is worth today and what it could be.

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HALF-DAY WORKSHOP

Calculating Your Value Gap

The distance between what the company is worth today and what it could be.

Every company has a gap between what it is worth today and what it could be worth with the right work. This workshop finds it. Participants map the drivers buyers pay for, locate where value is leaking, and rank the fixes by payback. No exit timeline is required, so it serves the whole room, not just the people thinking about selling.

TOPICS COVERED

- How buyers and investors actually value a private company
- The value drivers acquirers weight most, and what each one discounts
- Founder dependence, often the largest single discount on the price
- Why value work pays off long before any sale

KEY TAKEAWAYS

- ✓ A map of where value is being created and where it is leaking
- ✓ A ranked list of fixes, ordered by payback rather than by effort
- ✓ A clear read on how far the company is from sale-ready

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.

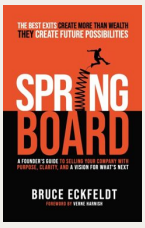
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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 WORKSHOP

This workshop runs as a half day for peer groups, associations, conferences, and leadership teams, 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 selling well is two jobs, preparing the company and preparing yourself. This workshop works on the first job, the company. First three chapters free at **eckfeldt.com/springboard**.