

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.**

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.

LINKS

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HALF-DAY WORKSHOP

Defining Your Core Customer

The one strategic decision that makes every other one easier.

Most strategic confusion traces back to one unmade decision: who the company is really for. This workshop makes that call. Participants define their core customer, test it against their own accounts, and see which priorities change. The work is specific enough to act on the next morning.

TOPICS COVERED

- Why trying to serve everyone quietly caps growth
- What a core customer definition contains, beyond industry and size
- How the core customer shapes positioning, pricing, and the annual plan
- What changes in marketing, sales, and service once the call is made

KEY TAKEAWAYS

- ✓ A written core customer definition, specific enough to say no with
- ✓ Their accounts sorted against it, with the surprises called out
- ✓ The two or three priorities that change as a result

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.

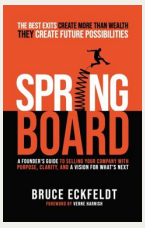
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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 value is built long before a sale, starting with a clear strategy and a company that runs without its founder. First three chapters free at **eckfeldt.com/springboard**.