

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.**

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

Shortening Your Cash Cycle

Funding growth from inside the business by getting paid faster.

Growing companies rarely run out of profit. They run out of cash. This workshop walks participants through the cash conversion cycle, the days between paying for the work and getting paid for it, and shows how a few days on each lever can fund growth without a new loan. Every participant calculates their own cycle in the room.

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 receivable, inventory or work-in-progress, and payable days turn into dollars
- Where to look first for cash trapped in the business

KEY TAKEAWAYS

- ✓ Their own cash conversion cycle, calculated in the room
- ✓ The dollar value of one day back on each lever
- ✓ A ranked list of cash moves, with the first one named to the room

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.

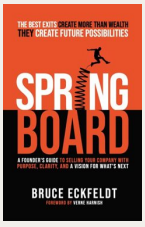
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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, and cash discipline is one of the first things a buyer checks. First three chapters free at **eckfeldt.com/springboard**.