

Bruce Eckfeldt

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

> **The things that made you successful are the things holding you back from the next level. Growth isn't just adding. It's also shedding. If you're stuck, look at what you're still holding on to.**

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

Who Decides What

Moving decisions off the CEO's desk and into the right seats.

Most founder-led companies still have one real decision maker, and everyone in the building knows who it is. This workshop finds the decisions that still route through each participant and moves them to the right seat. It lands with almost every room of founders and CEOs, because almost every one of them has the problem.

TOPICS COVERED

- The decide, recommend, and consult model for decision rights
- Why decisions pile up on the CEO as the company grows
- Why delegated decisions boomerang back, and how to stop it
- The guardrails that make a handoff safe: limits, check-ins, and reviews

KEY TAKEAWAYS

- ✓ A clear view of the decisions that should never reach their desk
- ✓ Decision rights for each recurring decision
- ✓ Three handoffs named out loud, each with a date to check back

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.

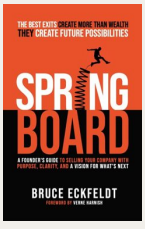
He is the author of Springboard, has written more than 240 articles for Inc. Magazine, and hosts the podcast From Angel to Exit.

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 a company worth buying is one that runs without its founder, which starts with who makes the decisions. First three chapters free at **eckfeldt.com/springboard**.