



AAACE Team Coaching

A Results-Oriented Coaching Solution for VC Backed Startups

Don't Just Beat the Odds, Change the Odds

Founders dream about creating a unicorn that transforms the world, VCs want to maximize their chances of succeeding.

I can increase the odds of both of you achieving your goals.

Founders Think They've Hit the Jackpot. They have made it through the VC funnel, through partner meetings, and through VC's due diligence.

That puts them in the top 2-3% of start-ups seeking VC funding. In their minds, they are on track to be the next \$1B unicorn.

VCs Know the Realities. Somewhere between 25% and 80% of venture-capital-backed startups "fail."

- 25-40% liquidate their assets and you lose your investment.
- 70-80% do not generate the projected return on investment.
- Only 10-20% generate substantial returns.
- Only 1% make it to the \$1B unicorn status.

What if you could change the odds?

Those numbers do not have to be a "fact" of doing business. The leadership team is a huge leverage point that can fundamentally change the odds of success. VCs know the leadership team matters.

*We asked VCs what contributed most to the success or failure of their portfolio companies. **The management team was identified as the most important factor by far.** Harvard Business Review 2021*

“Great People” ≠ “Great Leadership Team.”

Creating a high-performing team takes skill and work. A group of incredibly smart, talented people with complementary skills does not automatically morph into a high-performing team.

Even big, stable corporations find putting leadership teams together a perilous process. They have the time and resources to keep trying or absorb the “failure”. Start-ups do not. For startups, failing to build a strong leadership is often fatal.

*Lindy Greer, a thought leader in building high-performing teams, spent 12 years studying start-ups while she was at Stanford. She found **the number one reason startups fail is people problems.***

An Unfortunate Truth about Leadership Development

Most leadership development programs do not deliver the desired results. That is both my experience and what McKinsey Consulting and Forbes both found.

- Most programs are “one size fits all” and ignore organizational context.
- They provide words, not practice. Adults retain 65-70% of content when they learn by doing; only 5-10% when they listen.
- They focus on individual leader development which is slow to have organizational impact. The leader must learn, practice, and then bring the team along. Start-ups do not have that time.

A Targeted Solution for Start-Up Leadership Teams

I developed a powerful, results oriented, neuroscience based methodology specifically for start-up leadership teams.

We focus on critical skills to scale a business. Communication, delegation, implementing business processes, strategic alignment, and decision making.

My approach does not require time away from work....it is part of the work. Team coaching takes place in team meetings. The team learns new skills while they scale the organization. Business results + more effective learning.

Collective team capacity increases in months. Having the team develop together leads to exponential impact for the organization. It also creates a team that is prepared to navigate inevitable team changes as the business grows.

Practical lag indicators can include:

- **Faster revenue growth.**
- **Faster innovation.**
- **Shorter path to product market fit.**

Is this program right for you?

Yes, if you are a VC or a VC funded start-up with a leadership team who is interested in developing critical leadership skills to significantly increase their chances of success.

No, if the team or business is in a fast downward spiral. You need a more immediate solution.

Let's Talk and Decide

I only collaborate with teams and organizations when I know I can produce results. I have no interest in wasting a VC's money, my time or the team's time.

My Guarantee. I know my process works. If anytime in the first 3-months either the VC or the leadership team does not believe the team is on a path to being stronger and more capable, let me know in writing and you will receive a full refund of your money. All of it.