

Ways of working with me as a Founder CEO

I'm a partner. A transformer and scaler with a deep specialism in People and Culture.

One that can see the big picture, understand things deeply - and roll up their sleeves.

I normally work with the Founder CEOs of high-growth startups, often in the run up to and beyond Series A and heading towards Series B (or an exit).



What are the most common asks from other Founder CEOs?

1. Help me navigate the **conflict** in the top team
2. Help me **align** the whole organisation so everyone is pointing in the same direction
3. Help me **focus my people** to achieve more
4. Help me **retain** my key people
5. Help me create a **high-performance culture**
6. Help me **exit people** in difficult circumstances
7. Help me **transition to a Leader** of a 100+ company
8. Help me **re-shape** the organisation for growth

How would we work together?

I'd bring my experience, alongside your experience, to identify the human barriers that are limiting your growth trajectory, so you can hit your next big growth milestone.

We'd find real-world solutions that work in the chaotic and ever-changing world of startups and scaleups. Not a plug-and-play from HR 'best-practice' or programmes of work that are better suited to larger, more stable, Corporates.

On what basis?

It could be for a specific period of time, to help you get through a difficult patch, or to solve a specific problem.

Or it could be on a retained basis, to tap into coaching support as and when you need it.

Or it could be on a fractional basis, to give you the experience and continuity you need to get to the next growth milestone.

Sometimes this means I'm partnering with you behind the scenes. Sometimes it means I'm right there in the middle of your business. Or a blend.

It will depend on what you need. Sometimes your needs will evolve as we uncover fresh insights, and that's OK too.

How do you charge?

It depends on what you really need, for how long. The longer the timeline, generally, the lower the cost. Before we get to the point of any committed spend, we would take the time to get to know each other. To make sure I am the right partner for you and vice versa, and to be confident that the work we do together will move the dial.



Today's FAST world
requires faster, better decisions +
executing them faster

Most time in teams
is spent in conversation with others

Delivering value from meetings
(formal and informal) is more
important than ever

I am a licensed trainer in the
Meeting MACS™ methodology
from [Team Up](#).

It's 'fast teaming in a box' that
reduces the inevitable
dysfunctions of teams.

A fast-track for high-growth
startups where every contribution –
and every minute – needs to count.