



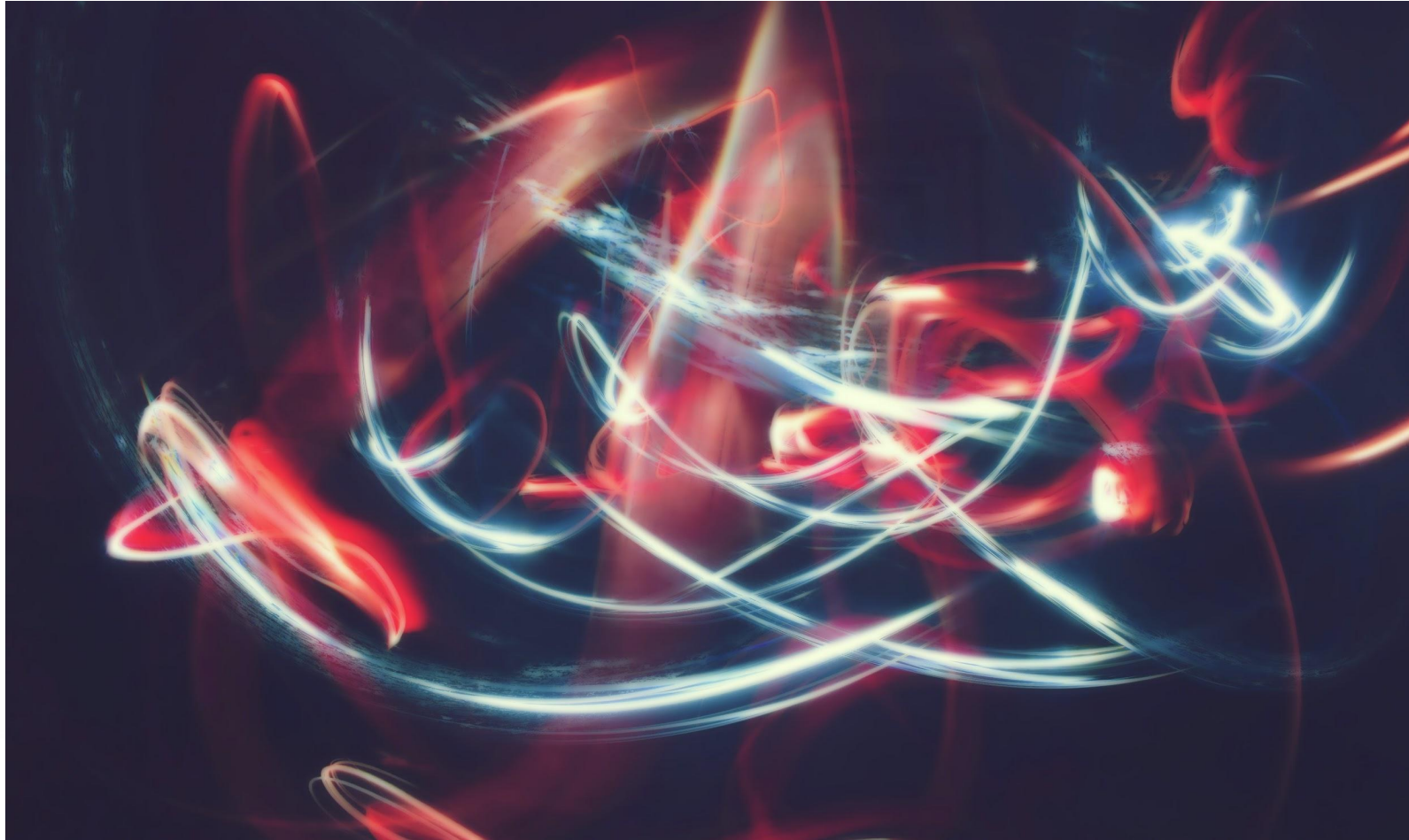
# **Coaching Startup Founders and Other High Velocity Leaders**

Institute of Coaching  
9/10/20

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# The Dance

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# Structure

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Domains of management for founders  
& high growth leaders:

- Managing **self**
- Managing **others**
- Managing **the business**

# Managing Self

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# Tools

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- Self-care, reflection practices are essential
  - Meditation/mindfulness (MIT delta v accelerator 2020; Mass General 2017)
  - Fitness (Cambridge University, 2020)
  - Daily routines
- Be vigilant in helping leaders recognize and address depression and anxiety - proactively ask about it
- Have resources to help - your tools and other experts

# Managing Others

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# Conflict With Friends

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Noam Wasserman - *Founder's Dilemma*

- Founders make early decisions in co-founding and hiring that lead to conflict in the 3 Rs: Relationships, Roles, Rewards.
- Natural conflict avoidance surfaces and these tensions can get exacerbated
- 65% of startup failures are due to intra-team tensions

# Support Constructive Conflict

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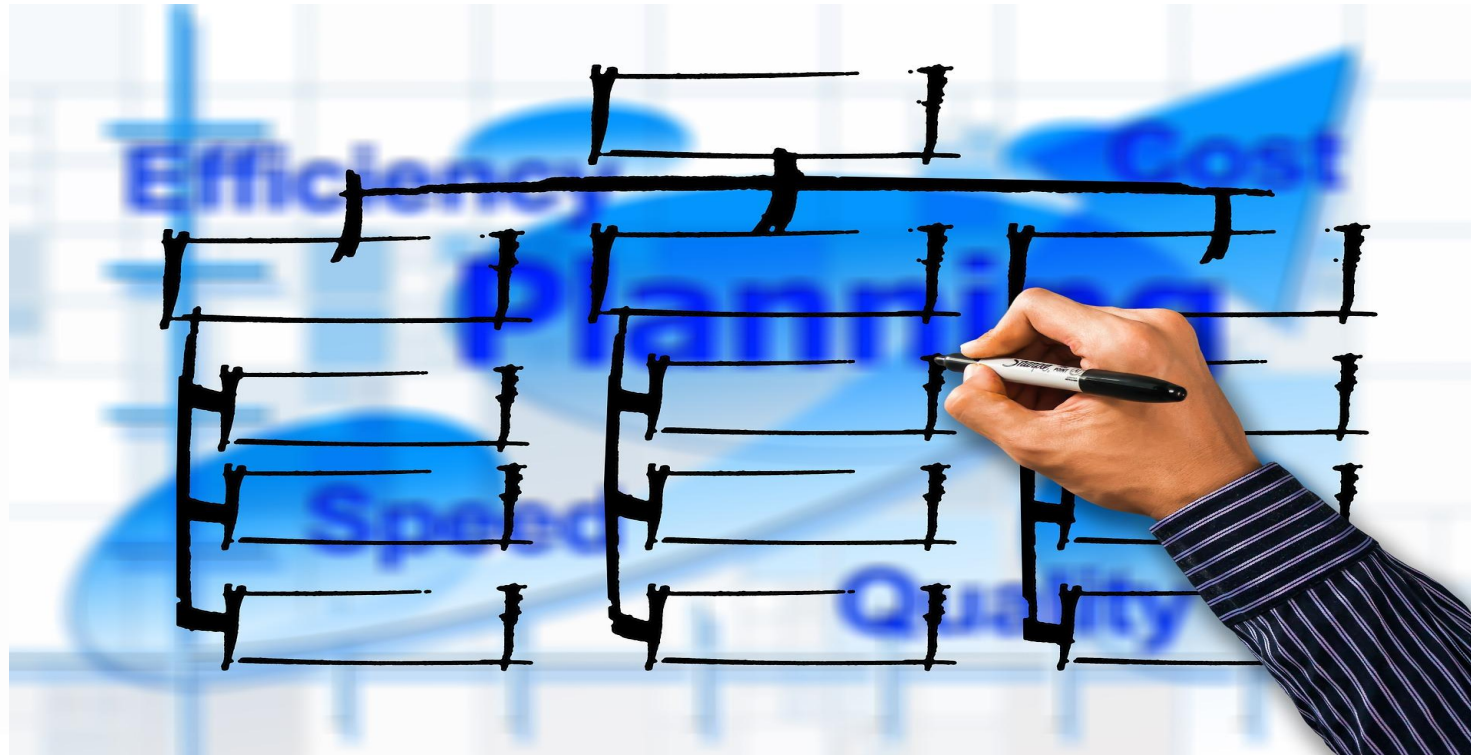
# Tools

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- “Pre-nups” with friends
- 360 feedback
- Proactively asking about relationships
- Role play
- Facilitation

# Managing the Business

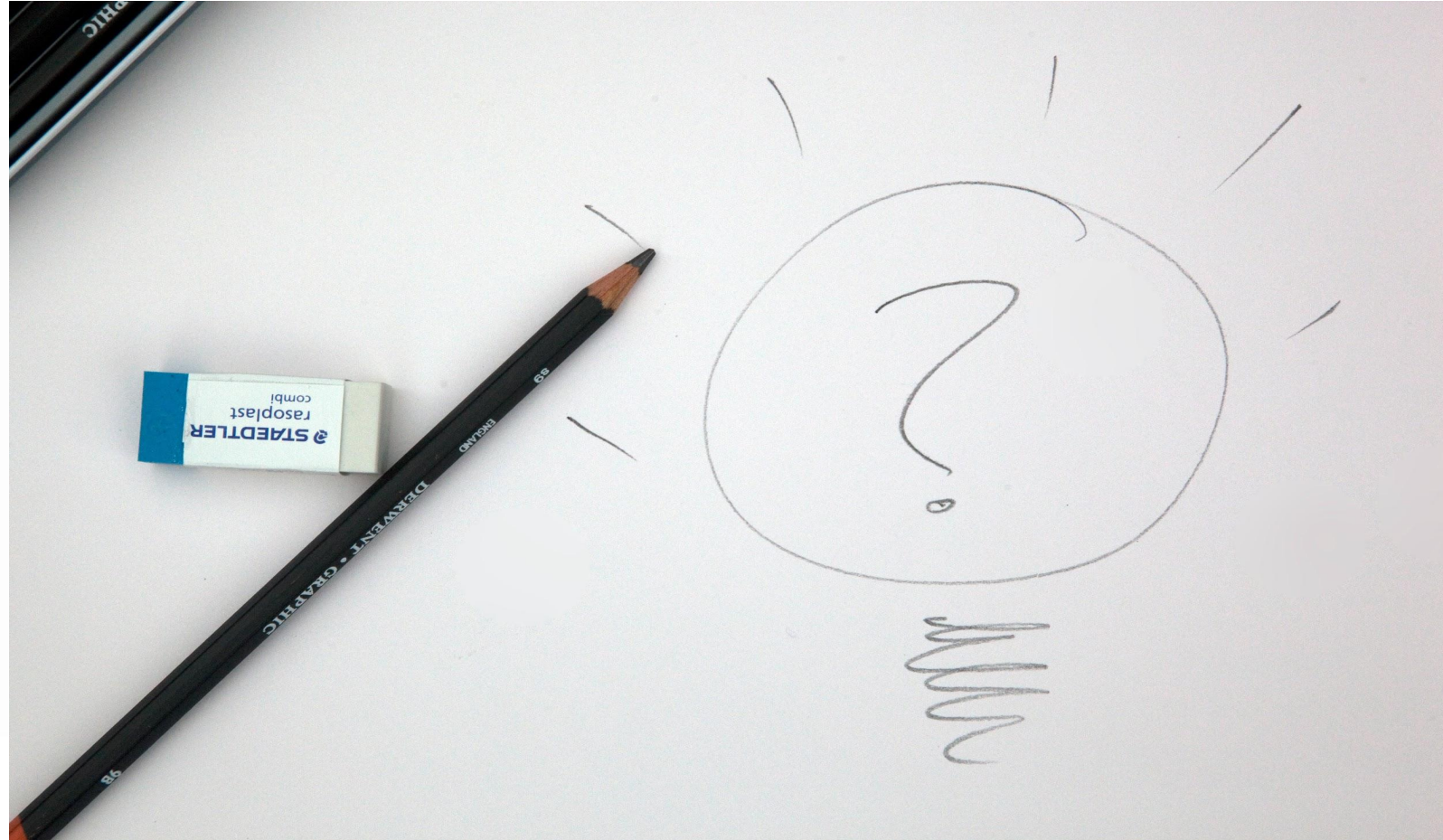
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# Teach Basic Management Skills

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# Learn Common Concepts

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- ◆ Lean Startup
- ◆ MVP
- ◆ Agile
- ◆ OKR/KPI
- ◆ TAM
- ◆ CAC
- ◆ ARR

# Thank you!

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- Tell me your key takeaways: [Alisa@AlisaCohn.com](mailto:Alisa@AlisaCohn.com)
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