Coaching Startup Founders and Other High Velocity Leaders

Institute of Coaching
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The Dance
Structure

Domains of management for founders & high growth leaders:

• Managing self
• Managing others
• Managing the business
Managing Self
Tools

● 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
Founders make early decisions in co-foundering 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
You have a brand (whether you know it or not)

Support Constructive Conflict
Tools

● “Pre-nups” with friends
● 360 feedback
● Proactively asking about relationships
● Role play
● Facilitation
Managing the Business
Teach Basic Management Skills

Key relationships to build
• Allies
• Thought leaders
• Subject matter experts
• Cross functional peers
• Connectors
• Mentors
• Sponsors

Teach Basic Management Skills
Learn Common Concepts

◆ Lean Startup
◆ MVP
◆ Agile
◆ OKR/KPI
◆ TAM
◆ CAC
◆ ARR
Thank you!

• Tell me your key takeaways: Alisa@AlisaCohn.com

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