

# Strategic Coaching Program for CEOs



## The CEO Dilemma

When you are a CEO, you need trusted advice to help you develop your leadership skills, make the right strategic decisions and execute with velocity. Often, you cannot ask for your Board for advice because they may say “that is why we hired you”. You often cannot ask your subordinates for advice because you cannot share sensitive or talent management issues with them. CEO-to-CEO peer groups are good but “your turn” to focus on your issues or challenges may only come around once a year.

## Your Strategic Coach



For the past 20 years, I have coached CEOs to help them realize their potential, create and deliver their strategic GTM plan, and execute it with their management team.

What makes me an effective coach? First, I am a CEO and have built **10 B2B companies** at different stages, so I know what concerns and issues you deal with every day. Second, I have **led CEO peer-to-peer groups** in San Francisco, Silicon Valley, and Tampa. Third, I have **serial experience helping CEOs build and execute their strategic GTM plans** for the past 20 years.

This gives me a unique skillset to help you thrive as an exceptional CEO.

## How It Works

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- Every two weeks we will meet and predetermine the areas of focus for the month.
- We discuss your strategy and options – pros and cons for each – and determine the best path forward.
- Next, we will discuss how to effectively implement the best option with the right governance to ensure you get the intended results.
- All too often strategy is discussed but not executed or the outcomes delivered.



# Where Do We Start?

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As we work together, there are logical areas to discuss; below are five of those strategic areas with the flexibility to change the priority based on your business or personal situation.

## **GROW PERSONALLY AND PROFESSIONALLY**

How would you assess your leadership qualities as a CEO?  
Where do you see areas for personal improvement?  
What do you want to work on?

## **LEAD AS THE CEO**

How can you articulate and propagate the vision for your company?  
How can you lead by example?  
How can you give your team greater transparency?

## **DRIVE THE GTM STRATEGY**

Create your GTM plan and execute weekly, monthly, and quarterly  
Focus on Value Creation and Valuation Drivers  
Activate your power of the CEO as the CSO  
Build Customer CEO to CXO relationships

## **MASTER YOUR BUSINESS MODEL**

Let's discuss your industry or SaaS business model  
What are the metrics you should use to run the business?  
How can you network with other industry CEOs?

## **BUILD THE TEAM YOU NEED - TALENT MANAGEMENT**

What are the leadership roles you need on your team?

Where do you have gaps?

What is your talent management plan? Do you have a position scorecard?

How are you coaching for performance?

If you need to hire or replace, what process should be followed?

## **INVESTMENT IN THE STRATEGIC COACHING PROGRAM**

We operate on a yearly agreement, and the payment of \$2500.00 will be due on the first of each month. At the end of each year, we will assess the effectiveness and outcomes you received from this strategic coaching program.

## **How Do We Get Started?**



### **Email or call Robert Jurkowski**

**CEO at Revenue Growth Strategy**  
to set up a complimentary consultation to address your questions, ensure fit, and determine best path forward.

### **Robert Jurkowski**

CEO, Revenue Growth Strategy  
408-981-2005  
[robert@revenuegrowthstrategy.com](mailto:robert@revenuegrowthstrategy.com)