

dando

CEO COACHING THAT ACTUALLY GETS RESULTS.

*Going beyond typical coaching with a proven methodology to develop you into a best-in-class leader and CEO.
A proprietary 2-step process developed over 25+ years to get the results you need from coaching.*

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Being the CEO of a fast-growing company is like being in the Super Bowl of business. You'd never go to the Super Bowl without a coach... or be an athlete in any professional sport without a coach. Who wouldn't want a great coach? Every great coach does three things: they hold you accountable, push you beyond where you could go alone and provide a deep level of expertise that only comes from lifelong dedication.

- Greg Kaplan, CEO, Valicor, Former Founder/CEO of Redbox

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WARNING

We get it. Your time is valuable. We will not waste your time with a bunch of marketing hype. This document contains a lot of content designed to help YOU make the best choice about a coach, whether it is us or not. You may find the most successful CEO Coaching looks different than what you are expecting. This document summarizes our process distilled from over 30 years of experience helping over 11,000 other leaders.

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STEP 1: CEO + GROWTH ASSESSMENT

🎯 *Identify the higher-level issues and opportunities that you as a CEO must understand and solve to get the organization and people ready to scale.*

WHAT

WHY

HOW

- One thing we hear from every CEO we work with is, “**I don’t know what I don’t know.**” In order to coach you to become the CEO you want to be and the CEO everyone else needs you to be, we need to see “the game” being played around you.
- Anyone at the top of their game (athletics, music, business) has some level of a coach. The best coaches have meaningful experience doing what they are coaching. The coach uses their own experience and closely watches the person they are coaching and their surroundings. This allows the coach to help the person they are coaching see what they can’t see on their own. The coach uses this broader context to coach the person to their next level of performance.
- We designed the highly evolved CEO + Growth Assessment for this level of coaching. We get to the heart of the matter faster, so we can help coach you without wasting a bunch of time trying to get the context only from you.

Dando is like the “company whisperer.” They interviewed me, our executive team, and many of our managers and directors, and quickly synthesized key areas we were under investing in. I was impressed to see them find a blind spot this quickly, and it became a rallying cry for me and our company.

Brett Hurt
Founder, data.world, Coremetrics, Bazaarvoice and Hurt Family investments

All of the best, world-class coaching will not deliver the results you want if you are dealing with the symptoms and not the root cause problems. Sometimes it takes *the right* outsider to help see the real issues or help you think through **how** to solve the problems you’ve already identified.

Our process quickly identifies the issues or opportunities standing in the way of keeping and achieving your promises and goals. No matter what, **it is the CEO’s job** to identify - and fix - those gaps as soon as possible.

Other Benefits

1. Comprehensive review of issues and strategies that will accelerate your learning curve and growth. This will result in a clear and **actionable growth plan** for you, the CEO.
2. Saves you (and me as your coach) time. This proven methodology allows us to focus on growth instead of time trying to get me “up to speed.”
3. You won't spend IQ points solving problems already solved thousands of times in other companies. You'll use your IQ points to innovate and accelerate success.
4. Know how your skills and competencies map against other top-performing CEOs.
5. Individual and team 360 assessments.
6. Behavioral Profiles to assess team dynamics.
7. Feedback on Org structure design for scale.
8. Context on the higher-level issues facing the business, why they exist, and how to solve them.

- The CEO + Growth Assessment provides you with a detailed diagnostic and actionable next steps. This will help expose any blind spots and put you and your team in the best position to succeed.
- We conduct a thorough review of the people, processes, and products: from interviews with the CEO to confidential interviews other key stakeholders to reviewing financials, org structures, strategy documents and more.
- Over the past 25+ years, Dando has used this very process to help over 11,000 leaders scale themselves and their businesses.

ISSUES/OPPORTUNITIES

ACTIONABLE COACHING

ACHIEVE PROMISES + GOALS

The goal of the CEO + Growth Assessment is simple:

- Uncover what the true promises and goals are you have set for yourself, the business, customers, shareholders, employees and even your family.
- Identify the 3-5 higher-level issues and/or opportunities that are roadblocks to reaching the promises and goals you’ve set.
- Through hands-on, immersive coaching, we collectively work through the action items to address the higher level issues and opportunities that become the basis for coaching over the next 6 months.

STEP 2: CUSTOMIZED CEO COACHING - 4 AREAS OF FOCUS

- 🎯 Give you the frameworks and mindsets needed to be a high-performing CEO.
- 🎯 Become the CEO you want to be and everyone else expects you to be.

WORLD-CLASS CEO

🎯 Ensure you are ready to scale (and have the support you need).

- Scheduled, regular coaching calls, focused on the issues at hand.
- CEO competency mapping and 360 reviews.
- Connection with other award-winning CEOs in our network for perspective and advice.
- Customized, personal 1-on-1 coaching.
- Helping you see around corners, predict problems before they show up in results.
- On-call help with difficult issues as they come up.
- Provide feedback/best practices on board and investor communications/relations.
- Accountable and a perspective-giving mentor.
- Sharing of best practices.
- CEO VIP day every 6 months.
- Coached 17 EY EOY winners and 10 CEO of the Year winners.

PEOPLE + CULTURE

🎯 Ensure the business has a high-performance culture.

- Objective and experienced 3rd-party assessment on current and new talent.
- Best practices in leadership and management development.
- Practices and perspectives from our work with 50+ Best Place to Work winners.
- Conduct periodic 360s and position competency mapping on key leaders, providing personalized coaching where needed.
- Interviewing key potential hires and promotion candidates, including administration of DiSC profile.
- Helping implement “The Test” in hiring practices.
- Pattern-matching stated culture and values vs what is really happening.
- Help identify the values, abilities and skills needed to go grow you and the team.
- Helping with org-chart design and implementation.
- Create high-performing teams within the organization.

EXECUTION INSURANCE

🎯 Ensure strategy is translated into execution.

- Help facilitate annual strategy development (a continuous process, not a periodic one) and goal creation.
- Help introduce and implement a robust Cadence of Accountability to make sure the strategy is executed.
- Help create a culture of operational excellence and accountability.
- Help with offsite design, agenda creation, team-building ideas and facilitation.
- Help implement a meeting culture that gets results and keeps everyone engaged.
- In-person/video attendance in weekly/monthly/quarterly strategic meetings.
- Help reset quarterly/yearly goals/OKR's.

CANARY IN THE COAL MINE

🎯 Predict problems before they show up in results.

- As experienced C-Level Executives with independence, we will quickly help identify issues before they show up in the results.
- Everyone around you has an agenda; we are the only ones whose agenda it is to make sure you and the business are wildly successful. We cannot be successful if you are not successful.
- All of our portfolio CEOs do not expect this, but end up utilizing us as an “on-call” canary - a resource they can trust to call and get advice when it gets lonely at the top.
- We are a trusted friend in the foxhole.
- We’ll conduct regular check-ins with other key employees and board members. These informal check-ins often surface critical issues before they make it to the C-suite.

STEP 2: CUSTOMIZED CEO COACHING: WHAT DOES IT ACTUALLY LOOK LIKE?

Your journey to become the CEO you want to become is an ever-evolving journey. The sequence of coaching and focus matter. As you and your organization scales, the focus will evolve to meet your needs. Rarely is the focus equal in all four areas.



For example: we may focus the most on your growth as CEO at first – while simply keeping the other areas on the periphery.

WORLD-CLASS CEO

**EXECUTION
INSURANCE**

**CANARY IN
THE
COAL MINE**

**PEOPLE
+ CULTURE**

WORLD-CLASS CEO

**EXECUTION
INSURANCE**

Then, after you have effectively scaled as a leader, we may need to turn our attention to help you scale the rest of the team.

**PEOPLE
+ CULTURE**

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**EXECUTION
INSURANCE**

**+ PEOPLE
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**CANARY IN THE
COAL MINE**

Since we can be incredibly efficient with our process, this is more a “maintenance mode” - where we are regularly checking in with you and the team and helping you identify issues before they show up in the results.