

"Vision without action is a daydream. Action without vision is a nightmare."

Japanese proverb

BECCI REID

WORKING WITH COMPANIES,
TEAMS & INDIVIDUALS

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BUSINESS STAGES

What got us here won't get us there.

Symptoms to watch out for include:

Limited autonomy, slow decision making, limited business, team or individual learning / growth, too little or too many processes, regular changing priorities, lack of direction...and more.

BOOK A
CONSULTATION

HERO CUSTOMERS

Awareness > Referral

When was the last time we delved into the full journey of our customer? The world we live in today is a very different one; and it's important we identify: what we think we know, what they say, what they do, and what this means.

OUR RISKS

Our biggest priorities to validate.

What are the biggest risks we have when we think about the value we, our team or our business offers? And what are the biggest risks impacting my/our growth? Creating a risk hypothesis is essential. Creating a plan for validation is vital.



becci reid

BUSINESS CONSULTANT

SUMMARY

Becci sits at the cross-section of strategy, business development, and operations. She has over 10 years experience in software and service products, selling in the enterprise, business and consumer space across a variety of industries. Becci previously co-founded an AI startup, was the VP Operations for a Bay Area tech education startup (and launched a physical location in Indiana), lead USA/ AUS partnerships for an Australian engineering tech company (launching in the USA), and has run product and development teams.

WORKING WITH

Becci is an Aussie entrepreneur based in LA working with individuals, teams and businesses across the globe. Her favorite clients are eager to make their customers the heroes and have fun finding their blind spots and exploring opportunities for optimization and growth.

CLIENT

"Becci provides a beautiful mix of global innovation strategy, along with the precise detail required to execute. Her curiosity pushes our creative thinking for complex solutions, and her impressive experience across multiple industries provides the foundation for quality in our output and operations." Crystal McGregor, Puctto (Founder)