



Photo Credit: HB Photography

Christopher Lins helps Small and Mid-size Enterprises (SMEs) outperform expectations – and their competitors – by uncovering their organizational culture and breathing it to life so that every aspect of the business thrives!



### What colleagues have to say

- *“Coach Lins is the coach every parent wants their child to play for!”*  
~**Four Season Sideline Parent**
- *“Chris brings a highly-effective, old-fashion professionalism to problem-solving not often seen in today’s win-at-all-costs business world.”*  
~**12-year Manager**
- *“If you want a trusted partner to help you, call Chris. If you want to be patronized, call anyone else!”*  
~**16-year Customer**
- *“Chris commands a powerful coaching presence in our Boardroom, setting the entire room at ease.”*  
~**Private Equity Board Chairman**
- *“Chris is a visionary. He will always see a path forward, especially in troubled waters. Chris is a calm, steady hand when chaos and crisis surround him. The man does not get rattled!”*  
~**9-year Subordinate**
- *“When Chris started The Lins Company, I knew he had found a way to share his gifts.”*  
~**My Wife**

## The Lins Company



“The most successful companies in the world are powered by TLC!”

### Grow your business!

- *Inspire Leadership and Employee Engagement*
- *Discover and Ignite a Living, Breathing, Vibrant Culture*
- *Build Trusted Advisor Partnerships by Delivering Customer Experience Excellence*
- *Maximize M&A Investment ROI by Screening for Complimentary Culture Matches*

### The Lins Company LLC

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# CHRISTOPHER LINS KNOWS THE CULTURE COACHING BUSINESS!

He's been doing it for over three decades! Chris's passion for coaching winning culture is seen on football fields, lacrosse fields, wrestling mats, conference rooms, training rooms, boardrooms, and stages. With the breakout launch of The Lins Company in 2022, Chris delivers his unique and compelling brand of inspired leadership and coaching skills directly to you and your stakeholders with a proven successful framework of measurable deliverables. You focus on the x's and o's of your business strategy. Chris and The Lins Company will breathe it to life!

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**CULTURE EATS STRATEGY FOR  
BREAKFAST, OPERATIONAL  
EXCELLENCE FOR LUNCH,  
AND EVERYTHING ELSE  
FOR DINNER.**

”

*~Peter Drucker*

“

**The culture precedes positive  
results. It doesn't get tacked on  
as an afterthought on your way  
to the victory stand. Champions  
behave like champions before  
they're champions: they have a  
winning standard of performance  
before they are winners.**

”

*~Bill Walsh*

“

**CORPORATE  
CULTURE  
MATTERS.  
HOW  
MANAGEMENT  
CHOOSE TO  
TREAT ITS  
PEOPLE  
IMPACTS  
EVERYTHING  
FOR BETTER  
OR WORSE.**

”

*~Simon Sinek*

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