



Alder Business Advisors – Services for Business Owners – Overview

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About Alder Business Advisors

We provide coaching, training, tools, and executive-level support to business owners and their teams to address key business challenges, improve results, and grow the value of their companies.

We work with businesses between \$1M and \$10M average recurring revenue (ARR). We are most familiar with companies in technology, engineering, construction, professional services, private equity and venture capital portfolios. Our experience helps us work with other businesses as well.

Our focus is on helping businesses solve current problems and achieve higher levels of profitability, revenue, value, growth, predictability, success, owner confidence, employee engagement, customer satisfaction, and positive impact on families and communities.

We Help Business Owners and Teams Overcome Key Challenges

There is no end to the many challenges and hurdles a Business Owner and Team face in growing a successful business. Finding and growing capable employees, adapting to change, attracting and keeping happy customers, dealing with competitors, improving the business while running the business, sustaining and growing revenues, profits, managing positive cashflows, managing focus, accountability, and burnout are among the core issues Business Owners and Teams need to manage.

We can help when core business issues arise:

- Businesses get ‘stuck in place’ without growth or improvement
- Cashflows, profits, and revenues not growing, declining, or unpredictable
- Low accountability among employees and leaders
- Poor services and delivery quality, too many errors, defects, missed handoffs with declining customer satisfaction
- Frequent conflict, toxic climate, employee absenteeism
- Lack of momentum, direction, and ideas
- Losing customers, or too much reliance on only a few customers that feels risky
- Owners spending too much time in the business - lack trust in employees and leaders, do everything themselves, make all the key decisions
- Lack of growth and development in leaders, managers, employees



We offer Experience, Coaching, and Solutions That Generate Results

Alder Business Advisors offer solutions to help grow and improve businesses:

- Self-Learning and Growth for Business Owners. Tools that promote awareness, generate results, and help Business Owners improve their business on their own, with their teams.
- Peer Circles to help Business Owners learn and identify new solutions for improvement together with other Business Owners.
- Transformation Coaching and Services to rapidly transform businesses. Business Advisor-Coaches directly support Business Owners and Teams to implement changes that generate sustainable improvement and growth.

Learning and Growth Options

- Self-Directed Individualized Learning, including Tools, with and without 1:1 Coaching
- Group Learning in Peer Circles of experienced business owners, with 1:1 Coaching

Rapid Transformation Solutions

Business Advisor-Coaches work with Business Owners and their Teams to customize a change program that transform the business by adding or refreshing how People, Processes, and Tools support the following core areas:

- **Customer Focus** – relentlessly focused on customers, their needs, and their satisfaction, creating excitement about products and services that keep buyers coming back
- **Alignment** – strategy and execution together with a plan for creating growth and results
- **Leadership** – aligned and focused, high-performing, can take the company to the next level
- **People and Teams** – right people in the right seats, accountable, focused, and invested
- **Processes** – defining and improving the core processes that run the business, deliver value to customers, and assure future growth
- **Results** – regularly attain predictable weekly, monthly, quarterly, and year-over-year results
- **Flywheel** – create differentiation from competitors and acceleration in your category
- **Culture** – full of energy and excitement that employees and customers want to be a part of
- **Owner** – freedom and confidence, ability to delegate and trust, a plan for the future

Tiered Services and Tools, Flexible Pricing

Monthly subscriptions to programs that fit your needs.

Simple Steps to Get Started

[Schedule a 30-min coaching session.](#) Let's discuss your key challenges and needs

Satisfaction Guaranteed

We want you to see quick results. If you are not fully satisfied with our advisory coaching and programs, let us know and we will provide a full refund for that increment of services.