

Henry Yates, Founder and CEO of EstateCreate:

I am the entrepreneurial founder and CEO of an information technology and marketing assistance firm in the institutional commercial real estate industry in London. I engaged Jeff Minch as a CEO coach and advisor to assist me in dealing with the normal issues of growing a small business. His experience with institutional real estate and growing businesses has been very valuable to me.

He calls his approach to business The Wisdom of the Campfire and it entails using his personal experience as a founder, President, operator and successful monetization as guideposts to provide valuable assistance to young CEOs like me.

He immediately assisted me in focusing my efforts on creating a “platform” rather than just a “one off” provider of services.

He shared with me tools --- precise, specific, well documented tools --- which he had developed over 30 + years of being a President and CEO and entrepreneur. I was able to immediately envision a much bigger opportunity for me and my company after using these tools including:

1. His Business Fundamentals, 130 question checklist which allowed me to see my company through a new set of eyes;
2. His Business Model Generator, a 13 question checklist which allowed me to discover my sources of current and future revenue, the channels to reach those customers and the nature of that revenue --- all of which provided a clear view of my current and future opportunities;
3. He assisted me in re-evaluating the pricing of my products and how to present those products in such a manner that they generated other revenue including potential periodic rather than just “one off” revenue; and,
4. He whipped out a quick pitch deck which provided me with a thoughtful framework to seek outside capital.

He is available to confer via email and Skype and we correspond regularly and speak via Skype for typically at least an hour or more weekly.

As an entrepreneurial CEO, sometimes it gets a bit intimidating and the calm counsel provided by Jeff Minch has enabled me to understand the challenges of being an entrepreneur in tough times as well as providing actionable intelligence and knowledge.

I would encourage any CEO who is growing a business to access Jeff Minch's knowledge and experience as a key ingredient in creating and accelerating success. He provides a perspective which is different than a Boardmember or venture capitalist because his loyalty is only to the CEO.