

GoNanas Success Story

RAISE
THE
BAR

GoNanas, a women founded and owned company that creates delicious and healthy banana bread, successfully navigated the challenges of a scaling business by building a stronger and more resilient working relationship between the co-founders' through executive coaching.



Challenges

- ✓ Navigating the co-founder partnership as the team and business evolved
- ✓ Hard to have honest self-reflection between co-founders
- ✓ Needed an unbiased third party to identify patterns and facilitate discussions

Vision

- ✓ Maintaining friendship and learn to work together while solving business problems and setting the company up for future success

Solution

- Provided 1:1 Executive Coaching
- Team Coaching for Co-Founders

How

- Created a common language based on trust and built a much stronger and more resilient working relationship
- Created natural division of roles and responsibilities
- Built “toolbox” for handling future tensions and challenges
- Defined company values to help build a team with common values and language for how to operate, make decisions, and hire
- Created a plan using the established company values for onboarding new team members as they scaled



Impact of The Program

100%



team is relating
and using company
values on a
weekly basis

100%



employee
retention rate since
implementing
values-based hiring



“ Coach Lauren helped us really define what our company values are. It’s totally changed our business because everything is rooted back in those values. Every decision, every employee that we hire must align with those values. We talk about our values as a team every week. I didn’t initially understand how those values would even inform operation and financial decisions like they do. Those values drive everything. ”

Anne Slabotsky
Co-Founder

“ Working with Lauren has been one of the most impactful experiences for me, both personally and professionally. She’s helped me embrace curiosity in communication, so I can approach conflict with openness. This shift has transformed the way I build relationships—allowing me to get to the root of challenges more quickly and with compassion. ”

Morgan Lerner
Co-Founder