

FOUNDER INFLECTION

Service Overview

Problem

One of the most preventable growth risks is when founders and leadership teams don't evolve how they lead as the company scales.

WHY THIS PROBLEM EXISTS

New Demands, Old Habits

What got leaders to their current level of success may not carry them to the next level

Speed without Recalibration

In fast-moving environments, leaders rarely have time to reflect, adapt, and realign.

Unproductive Discomfort

Growth brings discomfort, but without alignment, leaders risk wasted effort, derailment, and missed opportunities



Solution



Through a structured, personalized assessment, leaders gain clear insight into which behaviors drive results, where blind spots create risk, and what needs to evolve as the company scales. Each engagement produces a focused, actionable plan that clarifies what to continue, adjust, and prioritize, so leadership accelerates execution rather than constraining it.

Clear View of Reality:

an accurate picture of what's working and what's creating risk

Focus:

a short list of leadership shifts that matter most now

Momentum

a practical plan leaders can execute immediately

Our Approach

Phase 1 - Leader Assessment

01. Behavioral Interview - Establish current state from the leader's perspective.
02. Personality Assessment - Apply a science-based approach to uncovering strengths and potential risks as leader transitions to expanded role.
03. Stakeholder Interviews - Interview 9-12 stakeholders to identify the leader's strengths and growth areas from those that know the leader best.

Phase 2 - Debrief + Planning

01. Leadership Insight Report - Debrief findings to provide shared understanding of leader's strengths, risks, and growth areas.
02. Co-Create Development Plan - Work with leader and HR leader to co-create a development plan based on the findings of the report.
03. Manager Alignment - Finalize development plan during conversation with Leader, Manager, and HR leader.

Phase 3 - Implementation

01. Insights to Action - Work with coach to implement the development plan.
02. 6-month Check-in - Follow-up with Manager and HR leader to evaluate progress against development plan goals.
03. Close-out Engagement - Formally close out the process

Testimonial

"I got the opportunity to start working with Tyler at a very critical point in my startup journey. We had begun to find product-market fit, had raised capital and were in grow mode. I've started businesses before and began seeing the same problems re-emerge. It didn't take me long to realize I was the only common denominator and I needed help if I wanted this business to be successful. Tyler was able to effectively understand my strengths and weaknesses (or blindspots) as a leader. He met with the core members of our team to further dig into these blindspots and unearth opportunities for growth as a leader.

Fast forward, I have been working with Tyler ongoingly to track the changes I am making as a leader and I can proudly say I can see significant growth in the area I have been struggling as a leader for over a decade. I know that as I continue to grow and improve as a leader, my ability to lead my team to a successful outcome dramatically increases. If you are not investing in growing as a leader today, you are leaving so much on the table. This is one of the most important things you can do as an early-stage startup founder."

- Founder, Commercial Real Estate Tech Startup

Target Customer

Primary Buyer / Sponsor

- Venture capital firms seeking to increase the probability of successful outcomes across their portfolio

Primary End User

- Founder CEOs and leadership teams at growth-stage startups

Company Profile

- \$1M–\$10M ARR
- Post-seed, Series A, or early Series B
- Experiencing rapid growth, new funding, or increased organizational complexity

Common Characteristics

- Strong product-market fit
- Increasing team size and leadership layers
- Founder or leadership team stepping into a materially different role
- High execution demands with limited leadership infrastructure



Ideal Use Cases

Title	Situation	Risk	How Trellis Helps
Post-Funding Inflection Point	A company has just raised capital and expectations for execution increase sharply.	Leadership behaviors that worked at the prior stage don't scale, slowing execution and alignment.	Provides early signal on leadership readiness and a focused plan to adapt how leaders operate before issues surface.
Founder Role Expansion	Founders transition from "builder" to "leader of leaders."	Decision-making bottlenecks, unclear accountability, or team friction emerge.	Identifies which leadership habits to keep and which must evolve to support a larger organization.
Leadership Team Formation or Restructure	New executives are hired, or responsibilities shift across the leadership team.	Misalignment, overlapping ownership, or unclear expectations slow momentum.	Surfaces alignment gaps and clarifies how the leadership team needs to operate together at the next stage.
Early Signal for Investors	Investors want to proactively manage leadership risk without heavy intervention.	Leadership issues go unnoticed until performance suffers or board involvement escalates.	Creates a structured, non-intrusive way to assess and strengthen leadership readiness early.

Essential

Best for: Early-stage leaders, light-touch portfolios, or pre-risk screening

What it delivers:

A fast, focused view of how a leader shows up today and where they need to evolve next.

Includes:

- 60-minute leadership development session (career journey, current role, future demands)
- Hogan Personality Assessment + 60-minute debrief
- Two 45-minute alignment interviews
 - Direct manager
 - HR leader
- No broader stakeholder interviews
- 2-page leadership summary identifying:
 - Core strengths to leverage
 - Primary growth risks
- Initial development priorities
- One 60-minute development planning session
- One 60-minute alignment conversation

Outcome: Early clarity on leadership readiness and a focused plan for what must change next.

\$ 3,495

Core

Best for: Post-funding CEOs and leaders at clear inflection points

What it delivers: A full, decision-ready view of leadership strengths, risks, and alignment across the system.

Includes:

- Everything in **Essential**, plus:
- 12 structured 30-minute stakeholder interviews
- Expanded 6-page leadership insight report synthesizing:
 - Assessment data
 - Leader interview
 - Stakeholder input
- One 60-minute report debrief with the leader
- One 60-minute report debrief with Board or VC investors
- One 60-minute development planning session
- One 60-minute alignment session with Board or VC investors

Outcome: Clear signal on whether leadership is accelerating or constraining growth, and a concrete plan to close the gap.

\$7,950

Elevated

Best for: High-value investments, founders with expanding scope, or known execution risk

What it delivers: Not just insight but sustained leadership behavior change over time.

Includes:

- Full **Core** diagnostic package, plus:
- Six months of leadership coaching (bi-weekly or monthly cadence)
- One 60-minute midpoint alignment session (leader, Board or VC investors)
- One 60-minute closing debrief (leader, Board or VC investors)

Outcome: Leadership capability that actually shifts, not just awareness, reducing the likelihood of future intervention.

\$12,450

Differentiator

Deep experience in leadership at scale – Tyler spent nine years at Amazon Web Services, working inside one of the world’s most scaled and operationally disciplined organizations. My work focused on how leaders sustain effectiveness as scope, pressure, and complexity increase, particularly at moments of rapid growth.

Executive-level application, not theory – In my final two years at AWS, I worked one-on-one with executives navigating expanded roles, helping them identify which leadership behaviors to double down on and which needed to evolve to succeed at the next stage.

Strong foundation in psychology and leadership development – My background spans psychology and organizational behavior, grounding my work in evidence-based methods rather than intuition or generic advice.

Standardized process, personalized outcomes – Trellis uses a repeatable assessment process. Combining validated personality assessment, structured interviews, and stakeholder input to produce highly personalized, actionable leadership insight. This allows for consistency and rigor without sacrificing relevance to the individual leader or team.

Built for growth-stage realities – The work is designed specifically for founders and leadership teams at inflection points (post-funding, rapid scaling, and increased investor expectations) where leadership readiness most directly impacts execution and outcomes.

Comparison

Service Feature	Essential	Core	Elevated
Leadership career & role exploration (120 min)	✓	✓	✓
Hogan Personality Assessment & debrief	✓	✓	✓
Manager alignment interview (45 min)	✓	✓	✓
HR alignment interview (45 min)	✓	✓	✓
Stakeholder interviews (12 × 30 min)	—	✓	✓
Leadership insight report	✓ (2-page)	✓ (6-page)	✓ (6-page)
Report debrief with leader	—	✓	✓
Report debrief with Board or VC investors	—	✓	✓
Development planning session (leader)	✓	✓	✓
Final alignment session (leader, Board or VC investors)	✓	✓	✓
6-month leadership coaching engagement	—	—	✓
Midpoint alignment session (Board or VC investors)	—	—	✓
End-of-engagement debrief (leader, Board or VC investros)	—	—	✓

