

ADAM (VC-backed founder CEO - M&A execution under pressure)**Problem**

Growth tempo changed after VC came in. High-stakes M&A added complexity, speed demands, and decision risk.

Insight

Deals are won by preparation and structure, not confidence. Clarity beats intensity when the numbers get big.

Plan

- Define the negotiation frame (non-negotiables, tradeables, walk-away)
- Build a simple deal narrative: why this move, why now, what changes next
- Stress-test scenarios: downside protection, integration risks, decision gates

Result

They acquired a client larger than them. Adam executed the M&A with a calmer process, clearer terms, and fewer last-minute surprises.

The client said

“John cut through a messy, high-stakes situation and gave me immediate focus, practical efficiency tools, and a clear set of next steps. Instead of feeling like I was carrying the whole deal in my head, I left with a structured negotiation frame, a simple narrative I could repeat to stakeholders, and decision gates that reduced stress and prevented last-minute surprises. I felt calmer, sharper, and much more capable of executing.”

Lesson

When you own the structure, you own the outcome.