

CEO Netweavers' Executive Coaching Program Reaches New Milestone

Nonprofit Group Has Helped 70 Atlanta Area Businesses Improve Key Parts of Their Operations

ATLANTA, Sept. 9, 2021 – CEO Netweavers announced today it has achieved a new milestone – helping 70 metro Atlanta companies grow and improve their operations as part of its free executive coaching program provided by its members.

The coaching program, called Inflection Point, consists of three to five members that volunteer to meet with private company chief executive officers three or four times over several months. The company and the advisors discuss a wide range of business issues and agree on action items needed to help solve the company's business challenges.

“We have found that the same core business management principles apply to all organizations,” said Zahir Ladhani, chairman of the Inflection Point program. “Our advisors have worked in a wide variety of industries and businesses, enabling us to provide valuable insight and recommend new ideas and approaches based on their successful careers.”

CEO Netweavers is a nonprofit organization that consists of current and former chief executive officers in metro Atlanta. It provides this coaching program for companies that are at an inflection point in their development. The organization's current and former members, which includes some chief executive officers, volunteer their time to help these companies.

Here are the highlights and feature of the companies that have received assistance:

- Nearly all companies are in the early stages of growth. Funding comes from internal sources, and they don't have a board of directors; and most do not have advisory boards. Accounting and other financial records were maintained with personal finance software, such as QuickBooks.
- Women entrepreneurs headed 29 percent of the companies and minority owners represented 20 percent.
- Seven of the program participants were non-profit organizations and were facing issues that were remarkably similar to for-profit companies.

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- Managing internal growth was the single biggest issue where entrepreneurs needed advice. It was identified by 35 percent of the companies as their single biggest issue. The second biggest issue is how to attract more customers.

Tyrannosaurus Tech, an Atlanta custom software design company, is one company that recently benefited from working with CEO Netweavers.

“While our company’s revenues had significant growth, I wanted to explore other ways to expand and improve our operations,” said Richard Simms, the company’s chief executive officer. “After meeting with the IP Panel, we became more process-driven, hired a new business development person and changed how we analyzed data to become more productive. It made a real difference.”

Companies participating in the IP Panels include those in several different businesses. Approximately 60 percent sell products or services to other businesses and 40 percent sell to consumers. The participating companies are from a wide range of industries, including technology, healthcare, manufacturing, and marketing.

The organization estimates its services have a market value of approximately \$1.3 million. Metro Atlanta companies interested in participating in an Inflection Point panel can apply at <https://ceonetweavers.org/inflection-point-application/>

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