

SPEAKER · FOUNDER AND EXECUTIVE COACH · AUTHOR

Herb Cogliano

Certified Scaling Up Coach · CEPA · Author of *Founder Independence*, foreword by Verne Harnish (early 2027)

"If you stepped away for 90 days, would performance hold, or would the business slow down?"

SIGNATURE KEYNOTE · 30–60 MINUTES

Founder Independence: From Operator to Architect

Most founders don't want out. They want growth. But as the company expands, complexity multiplies faster than structure, and the founder becomes the operating system. Herb shows how founders move from operator to architect without disappearing from the business: strengthen the leadership seats that matter most, decide who owns which decisions, and set the guardrails that make autonomy safe.

YOUR AUDIENCE LEAVES WITH

- A quick read on where the business still routes back to the founder
- Authority + Guardrails = Safe Autonomy™: real decisions, with measurable safeguards
- The 1/5 Founder Standard™: four days a week on the business, one day in it, and a 36-month path to get there

MORE TALKS

Quicksand: Why Growth Can Deepen the Trap
The org chart, the calendar, and the six traps of founder dependency.

Authority Architecture: Who Decides What
Decision rights by function, guardrails, and handing over one function at a time.

The 1/5 Founder Standard™: The Shape of a Founder's Week
One day in the business, four days on it.

Hiring for the Business You're Building
The three engines, and hiring for the company you're becoming.

Worth More Without You: The Three Gates and the Four Doors
What makes a business transferable, and the options it opens.

HALF-DAY WORKSHOP · 3–4 HOURS

Build the Architecture

A working session for founders and their leadership teams. Participants leave with their top three dependency hot spots, a first draft of decision rights, guardrails with thresholds, and a 90-day plan for the first function.

FORMATS AND LOGISTICS

Formats: keynote, breakout, workshop, panel

Delivery: in person or virtual

Ideal for: CEO peer groups, entrepreneurial organizations, leadership offsites and conferences

Promotion: shared with 11,700+ LinkedIn followers and The Founder Independence Brief

WHAT PEOPLE SAY

"Herb is an absolute master when it comes to the Scaling Up methodology. He is incredibly effective at diagnosing and resolving critical issues with a delivery that is warm and soft, yet direct and powerful in purpose."

Oliver Gleeson, President, Salient Map Executive Consultancy

Background: two-time founder · led his family's company to three Inc. 5000 appearances · multiple Best Places to Work awards · nearly four decades in business

Outside work: black belt in Kenpo Karate · three marathons · the Wisconsin Full Ironman

Heard on: The Chris Voss Show, Tech for Founder, The Best You, 360 Leadership and more

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