BRAND STRATEGY · JUNE 2026

[Adam Lurie]

Our recommended positioning, ethos, message, and content strategy. The thinking behind each call, and what it sets up.

The arc

01	**Foundation**	The tension founders feel as they scale, what discovery surfaced, and the opening it points to.
02	**Audience**	Who this is for: founders, senior leaders, and the funds that back them, defined by mindset before stage.
03	**Positioning & Ethos**	The position we recommend, why it wins, and the ethos beneath it.
04	**Expression**	How the strategy sounds: voice, tone, and the message it carries.
05	**Content & Activation**	How it shows up, why these themes, and how it compounds.

// The spine. Every recommendation ladders back to the brand idea in section 03.

SECTION

01

Foundation

Make the case for change. Name the tension founders feel before we name the brand.

On paper it is working. Inside, you are *less sure of the next move than ever.*

Open on the symptom, not the bio. As founders scale and move up, the work does not get clearer, it gets noisier. More to do than they can hold, a team that says things feel unclear, traction they cannot quite trust. The drive that got them here is still firing, but the read on where to point it has gone fuzzy. The brand names that lostness first, then offers the way back: orientation, conviction, and the joy of building again.

The category optimizes the engine. Almost no one helps the founder read the gauges.

WHY WE RECOMMEND IT

Opening on a felt symptom earns attention before the brand asks for it. Founders lean in when you name the thing they have been carrying alone.

WHY IT'S IMPACTFUL

It reframes Adam as the answer to a problem the founder already owns, so everything after lands as relief, not as a pitch.

What we heard, and what it means

WHAT WE HEARD		WHAT IT MEANS
“The busier it gets, the less sure I am of the next move.”	→	As you scale, the bottleneck is orientation, not effort. Adam helps founders read their own signal and move with conviction.
“Inner work and outer work aren’t separate. They’re reflections of each other.”	→	The category treats them as a choice. Working them as two tracks that channel into the company is the seed of the position in section 03.
Founders present as having it all together. Underneath, they are just trying to find the next step.	→	The market is full of performance theater. The opening is a confidential room where the performance can drop and the real question gets asked.

// Do not stop at the quote. Each finding earns its place by pointing to a decision.

The opening we recommend owning

Frame of reference: **founder and leadership coaching**. We recommend claiming **the integration**, the outer work and the inner work run as one practice and channeled into the company, held with a real edge on the building.

CROWDED

- Tactical optimization. Be a sharper operator, run the better playbook.
- Pure mindset and wellness, with no line to the P&L.
- Hustle and output as the measure of a founder.

OPEN

- **The two tracks worked as one:** the outer and the inner, leaning on each other, channeled into the company.
- A real edge on the building, not just talk. Felt by founders, copied by no one.
- **The company as the vehicle.** You build it without becoming it.

WHY WE RECOMMEND IT

Pure tactics is crowded and commoditized. Pure mindset gets dismissed as soft. The integration, held with a real performance edge, is empty, and it is exactly where Adam lives.

WHY IT'S IMPACTFUL

A claim no competitor can credibly copy compounds. Founder, investor, and deep training together is a position, not a tagline.

SECTION

02

Audience

Define who it is for by mindset before stage. A precise mindset can hold a wide range of leaders.

A shared mindset, not a shared stage

We recommend defining the audience by what they are navigating, not their round or title. A Series A founder, a newly minted C-suite leader, the partner who backs them. The mindset is what binds them.

- **Ambitious builders and owners** operating at a high level, who feel the next move getting less certain.
- **Wary of hustle-porn,** and unmoved by wellness with no traction.
- **Suspect that how they lead and who they are** are the *same problem.*

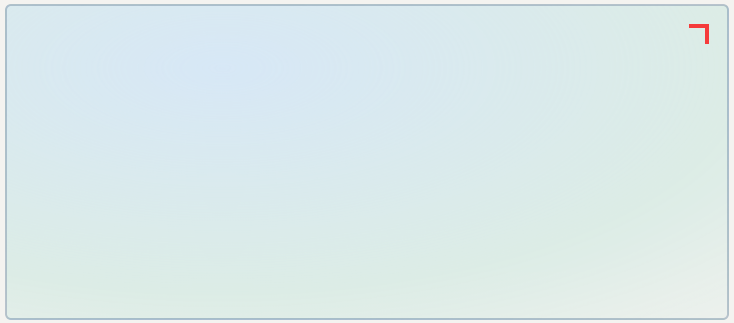
WHY WE RECOMMEND IT

A precise mindset travels across stages and sectors. A stage box does not, and it quietly caps who the work can reach.

WHY IT'S IMPACTFUL

Targeting the mindset makes content land with the right people wherever they sit, and keeps Adam from sounding like every other coach chasing a segment.

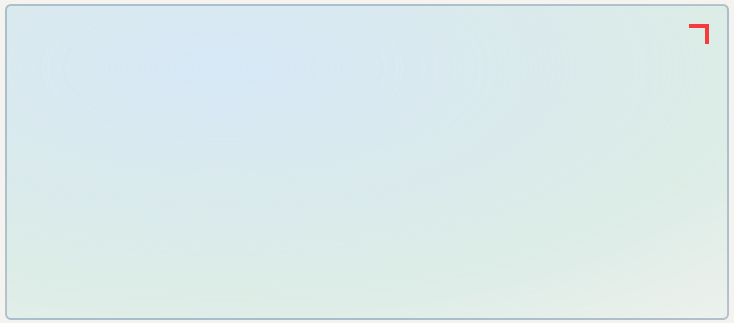
Three targets, one mindset



The Series A Founder

RAISED AND SCALING

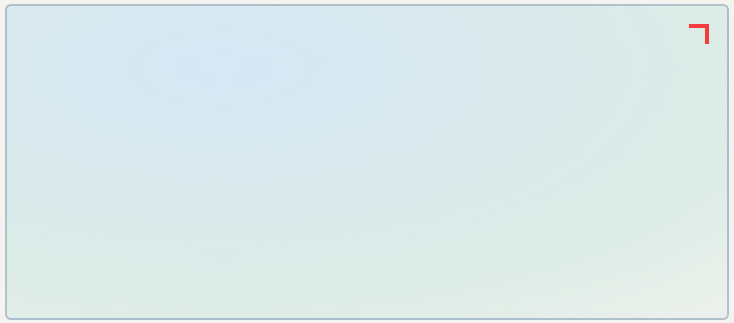
Scaling fast, more to do than they can hold. On paper it is working. Inside, less sure of the next move than ever.



The Senior Leader

OWNS IT NOW

C-suite or senior leadership, thrust into owning something critical and new. A star operator learning to lead at a new altitude.



The Backer

FUNDS THE FOUNDER

A partner or GP at a fund supporting portfolio leaders at their most critical stage. The higher-signal referral that compounds.

// Pre-seed and emerging founders are drawn by the same content. They are aspirational, not the target. The work goes upmarket.

SECTION

03

Positioning & Ethos

The position we recommend, why it wins, and the ethos beneath it.
The sharpest section.

ENTER

[Adam Lurie]

The coach who works how you lead, and *why you build.*

Adam works the two tracks every founder is running: the outer work of leading the company, and the inner work of who is doing the leading. Not merged into one thing. Run in parallel, leaning on each other, and channeled into the company. The company is the vehicle, not your identity. He has sat in the seat, he backs the seat as an investor, and he gets founders from lost to oriented, with a real edge on the building itself.



FOUNDER · INVESTOR · COACH

Built and pivoted a venture-backed company. Backed 20+ founders.

WHY WE RECOMMEND IT

This is the one-line position a stranger could repeat back. It is earned and specific, not an everyman claim that fits any coach.

WHY IT'S IMPACTFUL

A position people can restate is a position that spreads. And the founder who has been in the seat is the part they repeat first.

The positioning statement

For **founders and senior leaders scaling faster than they can find their footing**, Adam Lurie is the coach who works *the outer and the inner as one practice*, among all founder and executive coaches, because he has **sat in the seat**, backed 20+ founders, and trained 300+ hours in how leaders actually change.

WHY WE RECOMMEND IT

This is the one claim that is differentiated, believable, and ownable here. It resolves the tension from section 01 instead of fighting on the category's tired ground.

WHY IT'S IMPACTFUL

Locked, it stops drift across every channel. One claim, repeated, builds a brand. Two competing claims cancel out.

Vision & mission

VISION

the destination · stated positively

A world where the people building our most important companies move with conviction instead of doubt, play the long game for the joy of building, and grow more themselves in the process, not less. They build the company without becoming it.

MISSION

the engine · present tense

Adam coaches founders and senior leaders from lost to oriented, working the outer and the inner as one practice, so they make the next move with conviction and build the company without losing themselves inside it.

WHY WE RECOMMEND IT

A vision stated as a positive future gives people something to move toward, which motivates far more than a problem to escape.

WHY IT'S IMPACTFUL

It sets the direction every quarter's content ladders up to, so the work stays coherent as it scales.

Core offering statement

I work on **how you lead**, and on the deeper thing underneath it: **who is doing the leading**. Two tracks, the outer and the inner, run as one practice and channel into the company.

I provide **a confidential room to get oriented when the next move is unclear**, to decide well, and to meet whatever comes up. I hold a real edge on the building itself. The company is the vehicle. You are not the company.

I wonder **what becomes possible when performance and fulfillment stop competing**. My larger project is **helping people step into the fullest version of their lives**.

WHY WE RECOMMEND IT

First person makes it read as Adam's own conviction, not a positioning exercise done to him.

WHY IT'S IMPACTFUL

It gives the brand one clear, repeatable answer to 'what do you actually do,' in his own voice.

The ownable message

SYMPTOM → CAUSE → RE-ORIENTATION

Lead with the *symptom* every founder feels as they scale: on paper it is working, and inside they are less sure of the next move than ever. More to do than they can hold, a team that says things feel unclear, traction they cannot quite trust. Name the *cause*: the outer and the inner have drifted out of sync, and the interference between them, reactivity, over-identifying with the company, no structure to lean on, is clouding the signal. Then the way back: work both tracks as one to get oriented, clear the interference, and remember the company is the vehicle, not you. The vocabulary Adam owns: *the two tracks, interference, orientation, the company is the vehicle.*

WHY WE RECOMMEND IT

Leading with the symptom works because founders feel it long before they can name it. Naming it first makes Adam the one who finally did.

WHY IT'S IMPACTFUL

Symptom, cause, re-orientation is a story founders retell. That is what makes a message ownable, not just well written.

What it is, and isn’t

IS

- Working the outer and the inner as one practice, not one or the other.
- Grounded in having actually sat in the seat, and in backing it as an investor.
- Tactical and deep, often in the same hour.
- Direct, kind, and operationally fluent, on a Wednesday at 4pm when you are six meetings deep.

IS NOT

- Hustle-porn, or do-these-seven-things.
- Wellness disconnected from the P&L, or talk that ships nothing.
- A sharper imitation of the founders you admire.
- For someone with no interest in looking at themselves.

// The “is not” column is the discipline. It is how the brand stays itself under pressure.

SECTION

04

Expression

How the strategy sounds when it speaks. The voice, the tone, and the message it carries.

Voice & tone

VOICE

the constant

- Direct, from a sincere and kind place.
- Operator-fluent and depth-literate in the same breath.
- Frameworks you can use, named in plain words.
- Self-aware and a little light, never self-serious.

TONE

how it flexes by context

- Warm in the room, firm at the inflection point.
- Provocative when it serves you, never preachy.
- Startup vocabulary braided with the language of growth.
- Grounded and present. No hype, no woo.

WHY WE RECOMMEND IT

This voice matches how founders already think, so Adam reads as one of them, not as marketing aimed at them.

WHY IT'S IMPACTFUL

A consistent voice is what makes content recognizable as his before the name is even seen.

Messaging architecture

CORE MESSAGE

The outer and the inner, worked as one practice. From lost to oriented.

KEY MESSAGE 01

A company's performance depends on the founder's, and almost no one is coaching the founder.

- Performance = Potential – Interference.
- A dedicated container that is only theirs.

KEY MESSAGE 02

He has actually sat in the seat, and he backs it.

- Founded Based: raised $3.5M, scaled 15+, led a hard pivot.
- Backed 20+ founders. Clients call it a cheat code.

KEY MESSAGE 03

Tactical and inner, worked as one practice.

- 300+ hours of CTI, CLG, and IFS, with founder frameworks.
- The average engagement runs 19 months.

// One core message, three supporting, proof under each. Same idea at different lengths for every channel.

SECTION

05

Content & Activation

How the brand shows up, why these themes, and how it compounds over time.

Content pillars

01	**The Inner Game of Building**	Where your sense of value comes from, the story you are telling yourself, and getting a cleaner read on the next move.
02	**The Operator's Craft**	Leading the company, not just doing the work. Communication, structure for the stage, delegation, cadence.
03	**Building as a Practice**	Ownership, the long game, and building something that matters without losing yourself inside it.

WHY WE RECOMMEND IT

Each pillar sits where a founder question meets real authority here. That overlap is the only place content earns attention and trust at once.

WHY IT'S IMPACTFUL

Three consistent themes compound into recognition. Scattered topics, however good, never add up to a reputation.

The Inner Game of Building, in depth

THE POINT OF VIEW

Your interference, the reactivity, perfectionism, and fear, is the gap between your potential and your performance. Clearing it is the highest-leverage work you can do. Inner work is a performance tool, not a remedial one.

ANGLES & FORMATS

- A founder question, then the reframe. “A client asked me…”
- The cleaner mirror: what shadowing a founder for a day actually surfaces.
- Reframes that stick: burnout is data, the story you tell yourself versus the data.

WHY WE RECOMMEND IT

The argued point of view is what keeps a pillar from going generic. A topic anyone could cover earns nothing.

WHY IT’S IMPACTFUL

A clear stance gives founders a reason to return, and gives Adam a recognizable take to be known for.

Content considerations

The overarching thread: **the outer and the inner, worked as one practice, channeled into the company**. Topics range wide as long as the lens stays fixed.

- **Current developments** in startups and venture, through the lens.
- **Communication and structure:** the operating tactics founders underrate.
- **Surprising or pop-culture examples** that prove the point.
- **Big-picture questions** about ownership, identity, and the long game.
- **Field notes:** the seat, the pivot, the shadow day, the repair.
- **Reactions to the moment,** in Adam's voice.

// The thread is the mindset. The lens stays fixed even when the subject moves.

Channels & cadence

PRIMARY CHANNEL	**LinkedIn**, where founders, senior leaders, and the funds that back them already are. One channel, committed to, before adding a second.
SECONDARY	A **newsletter** that brings all three audiences together, the owned surface Adam controls.
CADENCE	Sustainable beats ambitious. **Two or three a week he can hold** beats five he cannot.
MIX	Roughly **80% value, 20% promotion.** Invert it and the audience leaves.

ANNUAL	QUARTERLY	MONTHLY	WEEKLY
Themes set the direction.	Pillars align the focus.	Briefs lock the topics.	Production ships the work.

// Posts can be tailored to one audience at a time. The newsletter brings them together.

Roadmap & what good looks like

PHASE 1 · 0–30 DAYS

Foundations

- Lock the message: the outer and the inner as one practice, the company as the vehicle.
- Rebuild the LinkedIn presence around it.

PHASE 2 · 30–60 DAYS

Build

- Ship against the three pillars.
- Find the cadence that holds. Pull the 19–month and cheat-code proof forward.

PHASE 3 · 60–90 DAYS

Scale

- Add the newsletter.
- Double down on what lands. Formalize the referral motion with funds.

WHY WE RECOMMEND IT

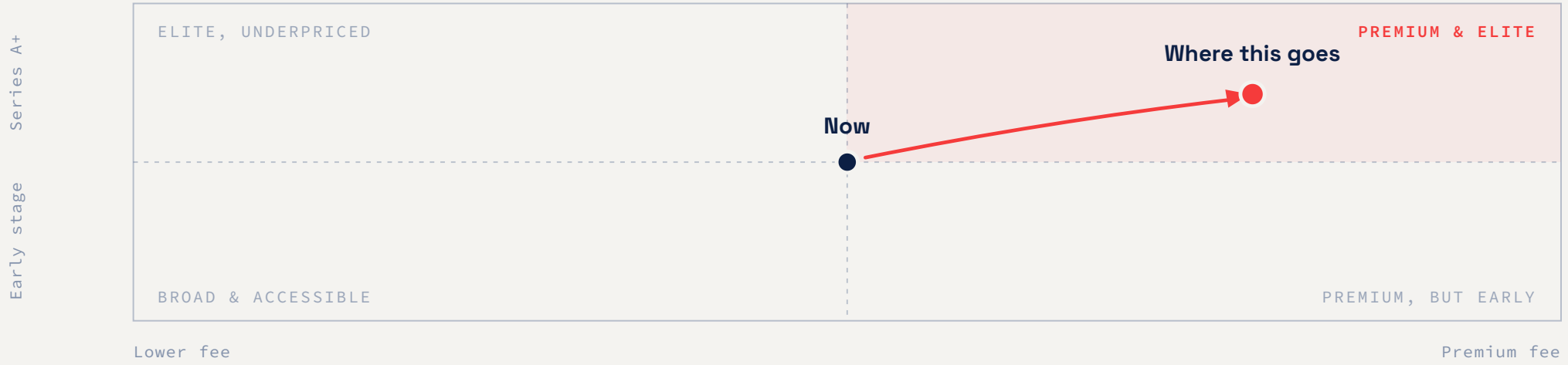
Phasing protects focus. Locking the message before adding channels prevents scaling a brand that is not yet clear.

WHY IT'S IMPACTFUL

Defining what winning looks like up front turns activity into progress you can actually measure.

The trajectory: moving up-market

Where this goes. The position, the 19-month retention, and the in-the-seat story all justify selecting and pricing up over time.



Now: broad stage range at a mid fee. · Where this goes: higher-caliber Series A+ founders and senior leaders at a premium fee.

WHY WE RECOMMEND IT

He is already underpriced for the caliber he attracts. Demand sets the fee; the brand makes the premium legible.

WHY IT'S IMPACTFUL

Raising fee and founder caliber together compounds proof and referrals, and protects his time as the practice scales toward Series A+.

ARCBOUND

Strategy is a set of choices about what to do, and just as much, *what to refuse.*