



GOLDHILL GROUP
COACHING FOR GROWING COMPANIES

WHY HIRE Family, Business & Executive Coach



Jonathan Goldhill

Savvy business owners and leaders in family businesses hire a family business advisor to challenge their thinking, serve as a sounding board, install tools to organize the company for growth, make the journey through generational transfer more seamless, and be an impartial collaborator and facilitator, creating transformational change.

Typical client results:

- **Systems, Leadership, & Process Upgrades**
- **Team Alignment & Communication Breakthrough**
- **Successful Transitions & Exits**
- **Confidence for the Next Gen**
- **Growth in Business Revenues, Profitability & Valuation**

7 Pain Points Our Clients Experience:

1

Leadership & Confidence Issues

- Struggling to gain trust and confidence with family members and key employees.
- Feeling unprepared or lacking leadership skills to take over the business.
- Impostor syndrome, especially when succeeding a strong predecessor.

2

Family Business Dynamics & Conflict

- Navigating complex family relationships while running a business.
- Conflict between generations over vision, decision-making, or control.
- Resistance from senior family members reluctant to transition power.

3

Business Growth & Scaling

- Wanting to grow but lacking clear processes and a system to scale effectively.
- Struggling with hiring, retention, and team development.
- Difficulty transitioning from a founder-driven business to a scalable model.

4

EOS & Operational Execution

- Companies running on EOS or a business operating system are experiencing stagnation or struggling with implementation.
- Lack of leadership coaching within the EOS structure holds the company back.
- No structured processes for coaching and mentoring employees.

5 Revenue & Financial Challenges

- Feeling stuck at a revenue plateau and unsure how to break through.
- Better financial management and talent are needed to increase profit.
- Cash flow constraints are limiting investment in people or systems.

6 Exit & Succession Planning

- Uncertainty about how to transition leadership to the next generation.
- Senior leaders are reluctant to let go or define their next chapter.
- Lack of a clear roadmap for the successor's growth and role transition.

7 Personal & Work-Life Balance Struggles

- Feeling overwhelmed balancing leadership responsibilities and personal life.
- Pressure to prove themselves while maintaining family harmony.
- Burnout from trying to meet expectations from both business and family.

Why Hire Jonathan Goldhill As Your Coach?



GOLDHILL GROUP
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Jonathan Goldhill
Family Business Coach

As the **great-grandchild of an immigrant** who founded a multi-generational family business with his sons in 1913 that grew to over 2,000 employees, Jonathan carries forward the **entrepreneurial spirit, values, and perspective** shaped by a legacy of building fortune and having fun.

Passionate about working with leaders of entrepreneurial and family-owned businesses, Jonathan will guide you to find freedom in your business and **more fulfillment in life**.

Over a 40-year career as a strategic coach and business consultant, Jonathan has guided over **1,000 business owners in more than 100 industries**.

As a trusted advisor, he has over 10,000 hours of client experience. Jonathan draws from **over a hundred proven tools** to help business leaders create success for themselves, their teams, and their organizations.

Hire Jonathan for actionable conversations about the challenges, frustrations and opportunities you face in your business and to guide your team using simple, actionable, and proven tools that will quite literally become game-changers in your business, helping you and your employees make decisions that **maximize revenue, profit, enterprise value, and free time**.

40 years experience coaching, consulting, and advising business owners & leadership teams

• Specializes in small and mid-sized entrepreneurial and family-owned businesses •

• Industry specialties include construction, business and professional services •

• MBA in Entrepreneurship and Management Consulting

Is your company living up to its fullest potential?

If not, what is your strategy for success?

Transform **your organization** through **Coaching!**

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Compelling Client Results

Increase in Revenue and Business Value

Coached a goal-driven next-generation business owner and his team to scale from \$2M to over \$20M in revenue and increased valuation from \$400k to over \$4M with strategic focus and accountability.

Smooth Leadership Succession

Guided Gen2 leader to step confidently into the CEO role, earning trust from family and employees within 6 months.

Team Alignment & Communication Breakthrough

Facilitated a family-owned distribution company to resolve long-standing conflict and improve team collaboration, reducing employee turnover by almost 50%.

Helped several business owners plan for and exit their business at 5-8x multiples of EBITDA and with clarity and minimal disruption.

Successful Transitions & Exits

Enabled the owner of LA's largest window-tinting company to exit successfully and pivot to a high-growth mountain biking brand.

Seamless Partnership Exit – Helped an IT firm founder navigate a partner split while maintaining profitability and top-tier workplace reputation. Recently sold to a strategic buyer.

Confidence for the Next Gen

Developed the leadership skills of a 25-year-old family member who became a trusted leader in the business within a year.

Triple-Digit Annual Growth

Wrote the business plan and coached a startup to \$5M in revenues and a place on the Inc. 500 list. They grew to \$20M and exited.

Business Growth & Profitability

Guided an HVAC contractor to 2x sales and 3x profits with structured systems and a marketing strategy.

Coached a 3rd Gen landscape business owner to 4x revenues and profit in 4 years with more high-value projects and a dominant marketing program.

Systems, Leadership, & Process Upgrades

Structured & Scalable – Organized one contractor's hiring, sales, and financial systems—directly resulting in high-ticket job wins.

From Best to Better – Worked with a \$5M IT firm to continually evolve their people, processes, and profits, reinforcing their leadership position.

Super Case Study: Driving Explosive Growth at K&D Landscaping with Business Coach Jonathan Goldhill



Case Study Overview:

With Jonathan Goldhill's coaching, K&D Landscaping rapidly transitioned from a tightly held, small family operation to a scalable, vision-driven enterprise. The coaching relationship facilitated team health and alignment, accountability to goals, and a growth path grounded in metrics and strategy.

K&D's story is a powerful example of how coaching—done well and with deep industry insight—can unlock extraordinary growth in a family business.



Client Overview

Company: K&D Landscaping, Inc.

Location: Watsonville, California

Industry: Landscape Construction and Maintenance

Ownership: Family-Owned, Multi-Generational

CEO: Justin White

Founded in 1986, K&D Landscaping began as a small mom-and-pop operation. By the time Justin White joined the company full-time in 2007, it had 10 employees. Over the next decade, Justin emerged as the next-generation leader and was appointed CEO in 2015 at 25 years old.

The Challenge

Despite steady post-recession growth, K&D was facing classic second-generation challenges:

- A lack of structure and systems
- Undefined strategic vision
- Modest profitability despite revenue growth
- Transition tensions from within the family ownership team

Justin was eager to scale but knew he lacked the knowledge, experience, and a coach to lead that transformation. His parents were skeptical about hiring outside help, but Justin was determined to get expert guidance to take the business to the next level.

The Coaching Engagement

Justin began working with **Jonathan Goldhill** in March 2015, after receiving a direct outreach letter that resonated with his growth ambitions. What followed was a comprehensive, high-touch coaching relationship marked by:

- **Leadership Development:** Weekly coaching sessions for Justin, his brother Shane, father Kendel and other team members to help them “raise the bar” as leaders.
- **Family Business Navigation:** Coaching through a key transition as Justin’s mother exited the business in 2016 and his brother left in 2023.
- **Offsite Strategic Planning Sessions:** Quarterly off-site planning sessions with the management team focused on short and long-term visioning, including creating a BHAG (Big Hairy Audacious Goal): **\$30M by 2030**.
- **Performance Tracking:** Implement landscaping-specific **Key Performance Indicators (KPIs)** to guide financial and operational decisions.
- **Process and Systems Development:** Coaching on many processes to facilitate scaling
- **Business Operating System:** Using popular growth tools and software to support goal visibility and accountability and a structure to manage meeting rhythms.
- **Executive Coaching:** To support those individuals wanting more performance, less stress

Key Results

Under Justin's leadership and Jonathan's coaching, K&D Landscaping achieved remarkable growth:

- **Revenue Growth:** \$1 million in 2015 to \$20 million in 2024.
- **Profit Margins:** Gross profit margins increased from 42% in 2020 to a projected 53% in 2024.
- **Employee Expansion:** Grew from approximately 20 employees in 2015 to over 130 by 2024.
- **Service Diversification:** Balanced revenue streams with 30% from custom residential design-build, 30% from commercial installation, and 40% from maintenance and enhancements.

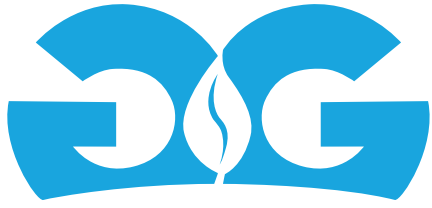
Highlights:

- Transformed mom-and-pop business into a professionally run, systems-driven company.
- **Supported** clarity, confidence, and alignment on a powerful vision.

Client Testimonial

“Jonathan Goldhill is the real deal. His personal coaching has been instrumental in growing our company further than I thought possible. He helped us create systems, navigate family dynamics, and define a bold vision. Whether you want to grow or improve your quality of life, Jonathan can help you make it happen.”

— **Justin White**, CEO, K&D Landscaping, Inc.



7Ps Framework for Growing a Family Business

Instructions: For each statement, rank your business on the scale of 1 to 5 (1 = weak 5 = strong) by placing an "X" in the appropriate column

1	2	3	4	5
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Purpose

1	We have a business vision, it's in writing, it has been communicated to, and is shared by all people in the organization.					
2	We have defined core values and use them in our hiring, reviewing, rewarding, and firing of employees.					



Planning

3	Our long-term (10 year) target is clear and has been communicated to everyone.					
4	All managers, leaders, and family members in the business are engaged in regular weekly meetings where information is disseminated to others on important strategic or tactical changes.					
5	All teams engage in weekly meetings and clearly identify, discuss, and solve (IDS) key issues for the team and company.					



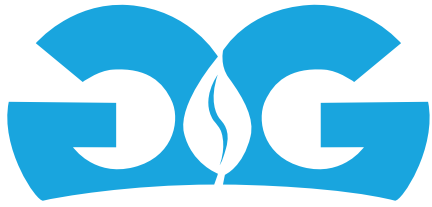
Products

6	Our sales and marketing efforts are focused toward our target market and especially towards our ideal client profile.					
7	Our sales and marketing people can communicate our differentiated message or business model. We know what makes us different.					
8	We collect ongoing customer and employee feedback to identify what's working and what's not, and we measure their degree of satisfaction.					



People

9	All of the people in our organization, including family members, are the right people and we would enthusiastically rehire most of them.					
10	Everyone, including family members, are in the right seat, doing the right things, and doing them right.					
11	Our family dynamics and leadership team are healthy and exhibit a high level of trust aligned to a shared vision.					



Priorities

12	Everyone is aligned around our most important priorities that will move the company forward over the next 90 days/quarter.					
13	Everyone has priorities/rocks and is focused on them (3 to 7 priorities/rocks per quarter).					
14	The company's plans and performance are visible to everyone. There is a scorecard for weekly metrics (KPIs) in place and it is visible to the right people.					



Processes

15	Our company has well defined processes and someone is accountable for each process.					
16	Our accountability chart (organizational chart of roles and responsibilities) is clear, complete, and constantly updated.					
17	Everyone in the organization has a number they track regularly and report on to the group.					



Performance

18	We have a budget and monthly financial statements which are accurate, and we are monitoring these regularly.					
19	The company has at least two months of operating capital in the bank (outside of lines of credit).					
20	The company benchmarks its performance against past performance and industry standards where known.					

Compute Your Results

	Count the number of "Xs" in each column and enter the counts in the boxes to the right.					
		x 1	x 2	x 3	x 4	x 5
	Multiply the counts by the number above it and enter in the boxes to the right.					

Add all five numbers to determine the percentage score that reflects the current state of your company _____%

Benchmark Your Results: Companies that have not implemented much structure in their business will typically score between 30 and 50, with the average being closer to 40. Scores higher than 60 are unusual, and scores higher than 70 are extremely rare. After one year of working with us, most companies will easily score above 60, and after two years, a score of 80 is not unusual.

Email your scorecard to jon@thegoldhillgroup.com for a free consultation.