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Team coaching process for Startups and Scale-ups.

Co-founder disagreements are inevitable and necessary, but the trick is how to handle them constructively. According to Noam Wasserman, author of *The Founder's Dilemmas*, 65% of startups fail due to founders' conflict. Such issues can be avoided through team coaching, where founders talk about difficult topics like equity distribution, roles and responsibilities, resource allocation, time commitment, leadership, and decision-making under the guidance of a certified coach. This proactive approach is not a guarantee but it, definitely, increases the chances of startup success to bring you a return on your investment. Strong co-founder relationships are built on intentional communication, structured conflict resolution, and regular check-ins.

Misaligned teams create long-term issues. Unresolved tensions lead to damaging fallout, affecting both business and personal relationships.

Common causes of Co-Founder Conflict:

- Rushing into partnerships without proper alignment.
- Avoiding difficult conversations about equity, roles, and decision-making.
- Believing conflict is bad rather than a necessary part of growth.
- Creating a culture where only positive information is discussed.
- Failing to prioritize co-founder relationship maintenance.
- Letting operational issues consume all the time and neglecting co-founder check-ins.
- Having different visions of what success means.
- Struggling to delegate and share leadership.
- Poor work-life balance leading to mismanaged emotions.

How to avoid or minimize a chance of Co-Founder Conflict

Assess compatibility before setting up the company. Go as a team together through a challenge and observe how you get along.

Have regular communication and check-ins. Discuss concerns, frustrations, and business challenges openly. Spend time together in informal settings.

Embrace a healthy conflict culture. Disagreements, when handled constructively, lead to better team chemistry and wiser decisions.

Start working on Team/Company Culture from day one.

What I Can Offer:

A tailored team coaching process based on the specific needs of your team. Depending on the stage of your company and team dynamics, I will design a supportive process to minimize or completely eliminate team issues.

I use different team coaching tools, including **Team Charter, I LIKE / I WISH feedback, Insights Discovery, Competent Colleague**, and many more to facilitate coaching. I hold an **ACC ICF accreditation** and have weekly team coaching sessions at Aalto University.