

# 2TF Impact Study



## About 2TF

Second Time Founders is a network of seasoned and multiple-time Founders committed to improving the state of the world through conscious leadership. Through cohort-based learning experiences, 2TF members expand their perspective and share resources with other high-performing seasoned founders at a similar stage and growth of their startup journey.

- 2TF has a community network of **2000+ exited founders**.
- **350+** 2TF program graduates and event participants.
- 2TF focuses on intensive longitudinal programming, providing a **1 year bi-weekly "Forum"** program and an **8-week "Bootcamp"** program.
- High commitment and engagement – **over 90% attendance** on all 2TF events, workshops and programs.
- **100 NPS Score** for 2TF Forums.
- Programs are facilitated by **Founder turned Executive Coaches** and World-Class **business Experts**.





## DEMOGRAPHIC

Average Age: 40

48% are CEOs    68% technical

## 2TF FOUNDER CHARACTERISTICS

- Values self-exploration
- Drive to have a positive impact
- Habitual and curious learners

# About the Study

## Motivation & Objective

Leadership training and development is a multi-billion dollar industry, a prevalent practice in organizations and often a requirement upheld by VCs to secure their investments. Yet the actual impact of these programs is often left unmeasured, leaving their worth and benefits unknown. Therefore, the objective of this study was to examine whether 2TF is achieving its vision by measuring the impact of 2TF programs on its members and unpacking how that impact is created.

## Methodology

The study utilized a mixed-methods study design, combining qualitative data from eight in-depth founder interviews with quantitative survey data from 25 program participants.



# Findings Summary: Is 2TF Achieving its Vision?

In a word, yes. The study found substantial impact at multiple levels starting from the founders themselves, expanding to their relationships and their organizations. More specifically, at the individual level, founders underwent profound personal transformation evident in changed self-perceptions and respective behaviors. At the relational level, founders' interpersonal skills improved considerably, making them more compassionate, enabling them to lead more effectively and to build robust social capital. Finally, the program's impact extended into important tangible organizational level outcomes including improvements in company culture, in people management and in fundraising among others.

# 2TF's Multi-Level Impact - Explained



## Intrapersonal Impact

### Personal Transformation & Behavioral Change

Personal growth in the form of increased self-consciousness, awareness, and expanded views of one's self and abilities has been linked to higher creativity, better decision making, increased performance and higher net profits. This study found that 2TF had a dramatic impact on these domains of founders' personal growth, by enhancing and refining the ways they see themselves and their default reaction patterns. These self-insights translated into significant behavioral changes, moving away from their default, often maladaptive, reactions, to actions that support sustained performance and prevent burnout.

#### 2TF Impact on Behavioral Change & Self-Perceptions

**4.8** Helped me recognize thoughts & behavioral patterns that I default to

**4.7** Helped me develop the skills I needed to become a better leader

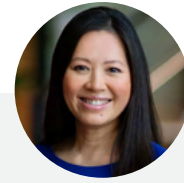
**4.7** Led me to engage in more self-care

**4.7** Made me better prepared to face future challenges

**4.1** Helped me operate within my Zone of Genius more often

**4** Helped me actually progress towards my career goals

Sample items. Avg. Impact Rating: 0 - Not at all to 6 - Extremely



I found a huge amount of support and camaraderie through this program, and unpacked my own hang-ups around fundraising. I find myself looking forward to the openness in conversations, the learning, and the sharing within our cohort."

**Tan Le**

Founder & CEO of EMOTIV



## Interpersonal Impact

### Coming of Age as Conscious Leaders

Leaders' Interpersonal abilities and skills are paramount to building successful companies, having shown to increase cooperation and trust, commitment and job satisfaction as well as decreased turnover and higher performance. This study found that participating founders leveraged both their personal development as well as the tools, frameworks and practice provided by 2TF to improve and strengthen their relationships. Specifically, founders were more compassionate and empathetic, better listeners and delegators, resulting in overall better communication and leading more effectively.

#### Impact of 2TF at the Interpersonal Level (Relationships)

**4.7** Improved my ability to understand others' needs

**4.7** Made me a better listener

**4.7** Made me more flexible in my leadership style

**4.5** Has led me to delegate more to others

**4.4** Better understand how my actions influence others

**4.3** Improved ability to reach win-win situations with others

Sample items. Avg. Impact Rating: 0 - Not at all to 6 - Extremely



2TF helped me understand how to have clear communication and transparency, and that helped build trust, which then built a good foundation for working together.

**Ryan Walianny**

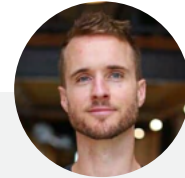
Co-Founder & CEO of Doorstead

# Organizational Impact

## Building Foundations for Healthy Organizations

Although the 2TF programs' curriculum predominantly focuses on founders' self-development, founders were able to delineate direct impact on multiple organizational level outcomes. Impact at this level most notably included (1) improving and strengthening organizational culture, specifically, creating a people-driven culture which invests in members' well being, fosters transparency and trust, and cultivates experimentation. (2) Improving fundraising practices including overcoming barriers to fundraise and becoming more discerning in choosing investor relationships; and (3) Improving people management practices, which enables hiring, retaining and growing high quality employees within scaling organizations. Taken together the data indicates that 2TF helps founders build healthier, more sustainable organizations.

**76%** reported impact of 2TF on at least one, and up to seven, organizational level outcome(s)



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Huge improvements here [in Organizational Culture]. I recognized how the disagreement of company leadership was represented in the company culture. We also learned how to listen better and empathize with our team. We embarked on a plan to dramatically improve culture and it's working!

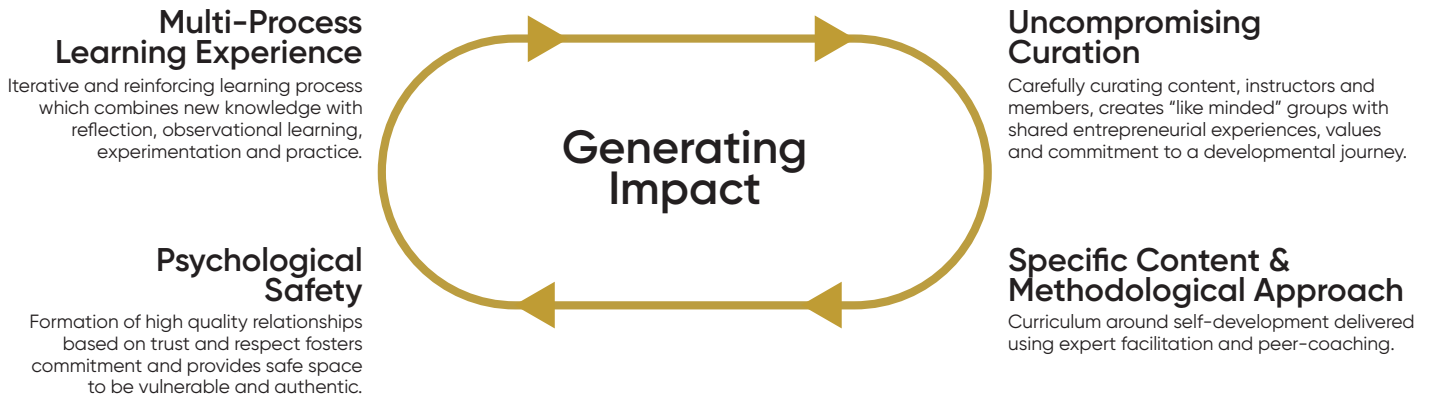
**Brian Spears**

Founder & CEO of New Age Eats



## The study also investigated HOW 2TF programs generate impact

The study found that this level of impact was achieved through four interrelated components that build and develop over the course of the program:





## How to Get Involved with 2TF:

1

### Investors

**Nominate** portfolio founders to 2TF Programs.

2

### Founders

**Apply** to join the program and network of other seasoned founders.

3

### Partners

**Nominate** potential participants and share with their network.

To learn more about 2TF go to our website at [secondtimefounders.com](https://secondtimefounders.com)



## About the Study

This research study was led by Research Scientist, **Dr. Anat Hurwitz-Michaely** and supported by **Dr. Neeraj Sonalkar** at **Flourish**, an independent company that helps startups to maximize their return on investment in leadership development, culture and people management. To access the full 40 page research paper, please refer to Flourish's **2TF Impact Study**.