



From strategy in a slide deck to visible progress every week

An introduction to the Teambooster approach for CEOs and leadership teams

Teambooster on one page

Senior coaches and one platform turn your strategy into weekly progress.

THE PROBLEM

Strategy stalls after day one

Goals go stale, meetings lose follow-up, and slippage shows up only at the quarterly review.

HOW WE WORK

Senior coaches plus one platform

Our coaches work with your leadership team on strategy and rhythm. The platform runs it in every team, every week.

HOW TO START

Intensive start, lighter over time

Coaches lead the first quarters, then the platform takes over as teams build the habit. Or start free with one team.

Ask us for a session with your leadership team, or start free at teambooster.app.

1. Good strategy execution is hard



What great strategy execution should look like

Three things hold it together: clear direction, sharp goals, and a rhythm that keeps moving.

DIRECTION

The Leadership Team (LT) sets direction. Clear strategic choices, translated into a few themes and communicated the same way every time.

GOALS

Teams own sharp goals. Strong deliverables every quarter, at the right level of ambition. No overwhelm, no ambiguity.

DELIVERY

Teams get it done. A strong rhythm, the right actions, and interventions right on time when something slips.

Three challenges that prevent strong execution

Ask your managers today where the plan stands. You will hear one of these three.

GOALS GO STALE

45%

of middle managers could not name even one top-5 company priority¹

A big effort to set the strategy. **But** set once, read once. Nobody (outside of the LT) looks at the goals again. Team leads don't know how to align with the strategy.

NO VIEW UNTIL IT HURTS

90%

more likely to be engaged, when employees check their progress at least quarterly²

Teams are busy, and take up lots of work. **But** most of it is not related to the strategy. Only at the next quarterly review or the end of the year do you find out you are off track.

MEETINGS WITHOUT FOLLOW-UP

47%

of employees strongly agree they know what is expected of them³

Teams meet every week and have full meetings with lots of discussion. **But** the goals are not visible. Decisions and tasks get lost between the notes and the next agenda.

61%

of executives say their company struggles to turn strategy into implementation⁴

**This is not a people problem.
Teams need clear guidance and a rhythm**

2. How we work with you



Senior coaches partner with your leadership team

Our coaches work with the CEO and leadership team, from building the strategy to running it every week.

WHO THEY ARE

30+ senior coaches

Each with 10+ years of experience guiding leadership teams, across all sectors.



WHAT THEY DO WITH YOU

Strategy coaching. Build the strategy and its themes with your leadership team.

Leadership offsites. Align the team on direction, choices and priorities. Help surface and fast track key decisions.

Set a new rhythm. Create and drive a healthy execution rhythm, for example quarterly reflection and goal setting and monthly alignment.

Train-the-trainer. Prepare your internal champions to run the cycle.

Team lead development. Help team leads set sharp goals and run strong meetings.

“With Teambooster’s coaches we made better decisions, tried new approaches and moved faster. Business is going better than ever.” CEO, scale-up

Coaching starts intensive, then the platform takes the lead

A phased partnership, scoped to your company and your ambition.

PHASE 1 · BUILD

Coaches lead

Strategy coaching and a leadership offsite set direction. We train your champions.

PHASE 2 · EMBED

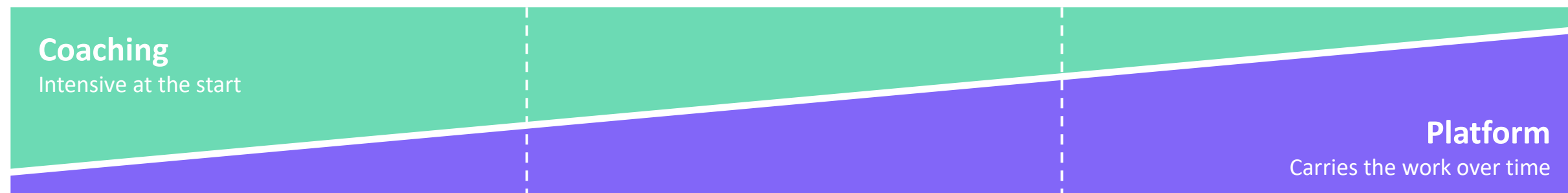
Teams take over

Teams run the loop in the platform. Coaches develop team leads and join reviews.

PHASE 3 · SUSTAIN

Platform leads

Light coaching: regular check-ins and offsites only on request, scoped to what you need.



Even light coaching works: our coaches see your strategy, goals and progress in the platform.

One loop, repeated every quarter

Execution is not a project with an end date. It is a rhythm a team can keep.

1 • SET

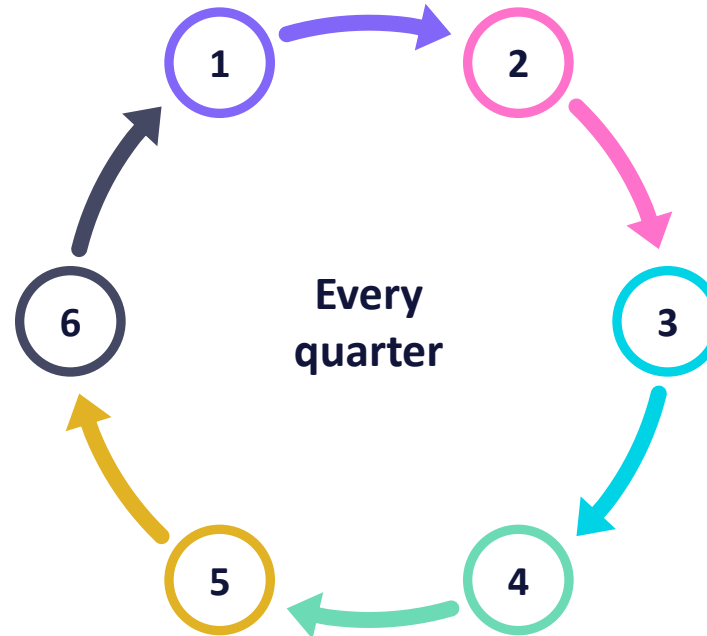
Set direction. Leadership Team (LT) sets the strategy.

6 • REFLECT

Teams review how they work. They pick one improvement for the next cycle.

5 • SEE

Progress updates live. Team and LT see the same picture, not a status report.



2 • ALIGN

Teams define their goals. Linked to strategy, sharpened by AI coaching, approved by LT.

3 • OWN

Everything for teams to own their goals. All context info like goals, tasks and KPIs sit in one place.

4 • WORK

Goals enter the weekly meeting. Every item ends as a task with an owner and a date.

Every round makes the next set of goals better. Over time, your teams run it themselves.

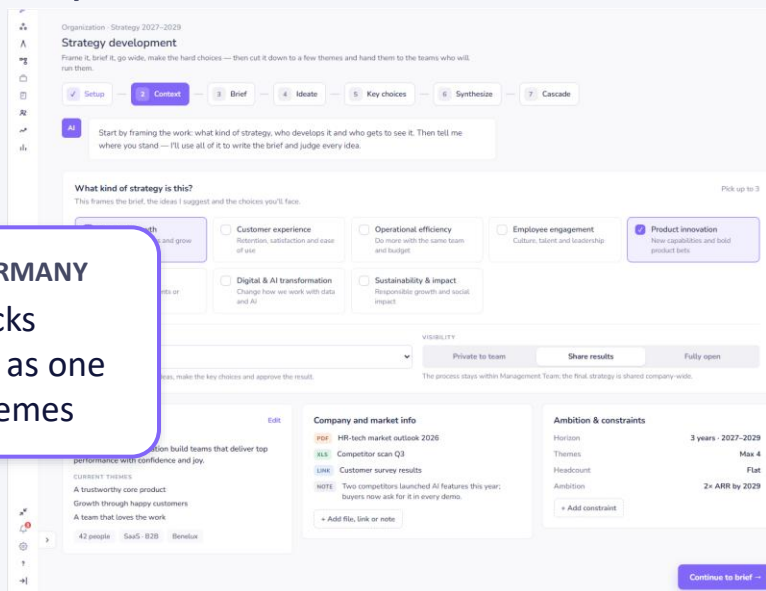
SET: One guided process from mission to every task



Your Leadership Team sets the strategy with a senior coach. Every team then sees how its own goals connect to it.

STRATEGY BUILDER

A guided process. The LT moves from context to a clear strategy, together with a senior coach and supported by AI.



EXAMPLE · GROW IN GERMANY
Leadership team picks
“Grow in Germany” as one
of three strategy themes

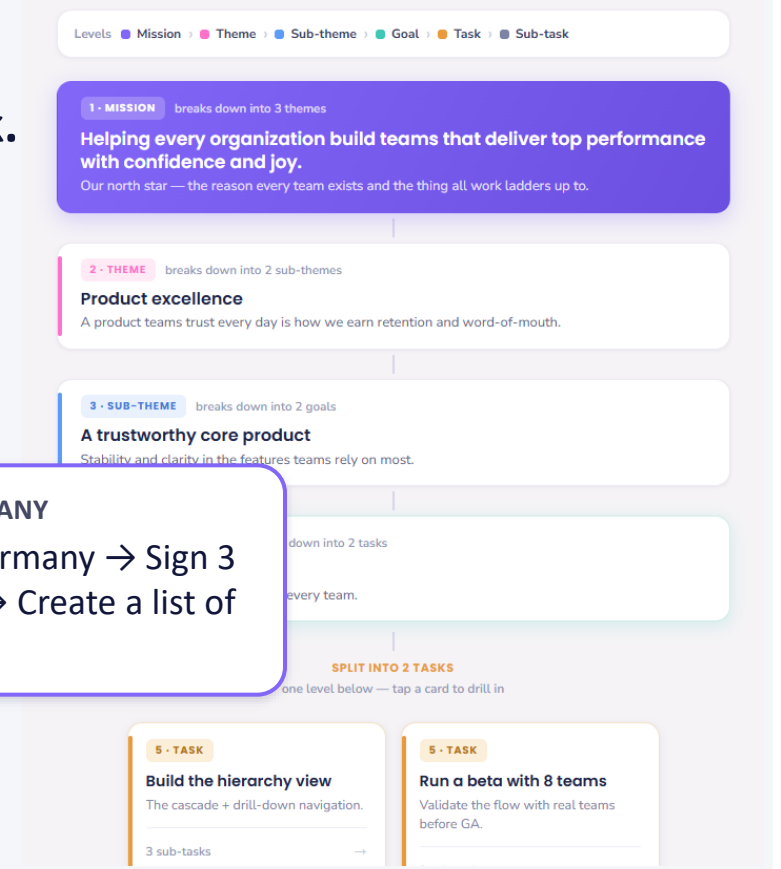
Coming soon

STRATEGY TREE

Mission to task.
Browse how
every goal
supports the
strategy.

EXAMPLE · GROW IN GERMANY

Mission → Grow in Germany → Sign 3
German distributors → Create a list of
potential distributors



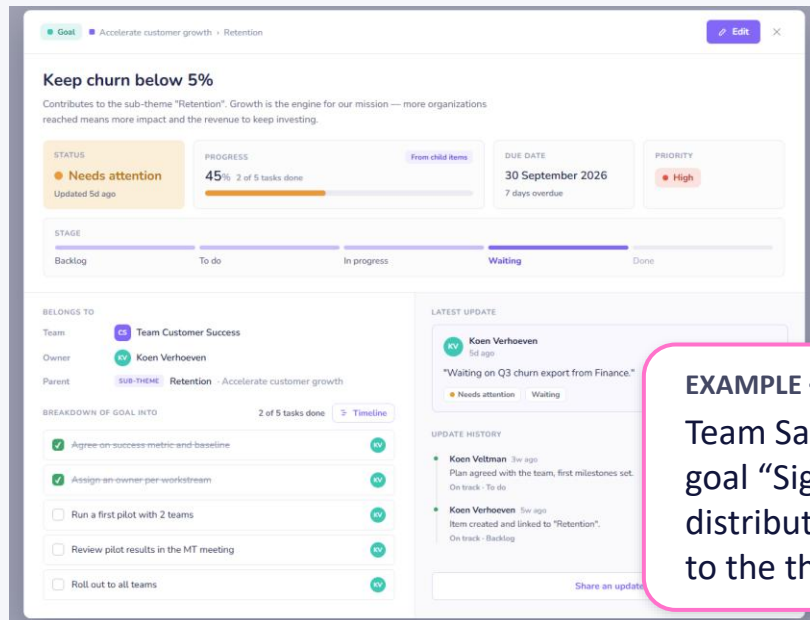
ALIGN: Teams define their goals



Team goals linked to the strategy and approved by the LT. Your senior coach challenges the ambition; the AI coach sharpens each goal.

GOAL ALIGNMENT

Linked to strategy. Each goal has a clear outcome tied to a strategy theme.



EXAMPLE · GROW IN GERMANY

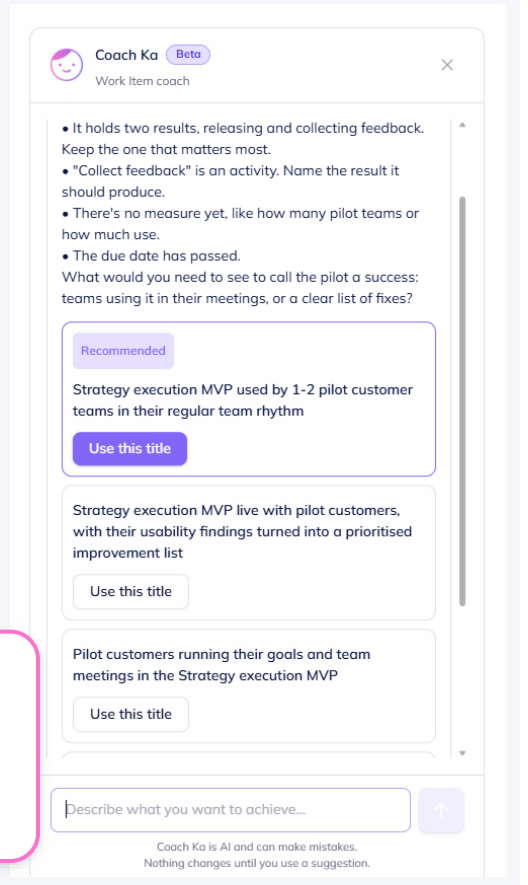
Team Sales DACH sets the goal “Sign 3 German distributors” and links it to the theme

AI COACH

Sharper goals, instantly. Turns a vague intention into a trackable goal. For any work item whether it is your mission, a strategy theme or a task ask the AI coach for suggestions.

EXAMPLE · GROW IN GERMANY

“New distributors” becomes “Sign 3 German distributors that each can deliver 1,000 units by end of Q3”



OWN: One place for each team



Each team runs its own control center. Our coaches develop the team leads who own it.

TEAM PAGE

Everything on one page. Goals, tasks, KPIs and meeting notes together.

STATUS	KPI	FREQUENCY	LAST VALUE	OWNER
Off track	Enterprise pipeline value	Monthly	€2.1M	Mila
Needs attention	Store go-live time	Weekly	34 days	Koen
On track	Inventory accuracy uplift			

EXAMPLE · GROW IN GERMANY
Team Sales DACH: the distributor goal, pipeline KPI and open tasks on one page

TEAM OWNERSHIP

Run by the team. The team manages its own goals and work.

EXAMPLE · GROW IN GERMANY
Sales DACH moves “Draft first distributor contract” to In progress

If you have a task tool already, connect your favourite tool

WORK: Meetings that move goals



A meeting format that drives progress in every team, started with one click. Our coaches train your internal champions to run it.

GUIDED MEETING

From talk to action. A strong team meeting starts with a goal and KPI review, each agenda item becomes a linked next step.

Team meeting - Marketing

Monday 29 June 2026 12:30

BACKWARD-LOOKING - REFLECT & INFORM FORWARD-LOOKING - ACTION

STEP 1 Check-in STEP 2 Goal progress STEP 3 KPI status STEP 4 Tasks STEP 5 Agenda STEP 6 Close

Agenda & next tasks

Add topics, then turn each into next tasks — link them to the goal they move forward.

Agenda topics

- Q3 launch readiness for L...
- Churn spike in two key a...
- Onboarding buddy progr...

Churn spike in two key accounts

Two accounts flagged at-risk. We agreed Koen runs health checks this week and loops in Customer Success.

check calls with both accounts

TYPE: Goal Task Sub-task

Save

EXAMPLE · GROW IN GERMANY

Tuesday sales meeting:
“Anna sends offer to Berlin distributor by Friday”

AI NOTETAKER

Actionable notes. The AI notetaker directly translates your conversation to goal updates and clear next actions

EXAMPLE · GROW IN GERMANY

Notetaker logs “Distributor 2 signed” and updates the goal to 2 of 3 achieved

Meeting copilot

Listening - Agenda Auto-apply

Live transcript Changes 0

Transcription started - all 6 participants were notified

AGENDA

Sjoukje 14:19
Next topic — Thijs, the onboarding buddy program.

+ SUMMARY + 2 TASKS

Onboarding buddy program Applies in 9s

Heard from Thijs & Lieke: “I can pair her with Mark... I’ll send a short survey”

Summary → description

Both buddies are matched and week one went smoothly. Noor (starts 13 Jul) still needs a buddy — Lieke will pair her with Mark from Sales. Thijs collects 30-day feedback with a short survey end...

Proposed tasks

- Pair Noor with Mark as onboarding bu 3 Jul
- Send 30-day onboarding feedback su 31 Jul

Hold Dismiss Show Apply now

Edit any field to pause the timer. Applies automatically if you do nothing.

Coming soon

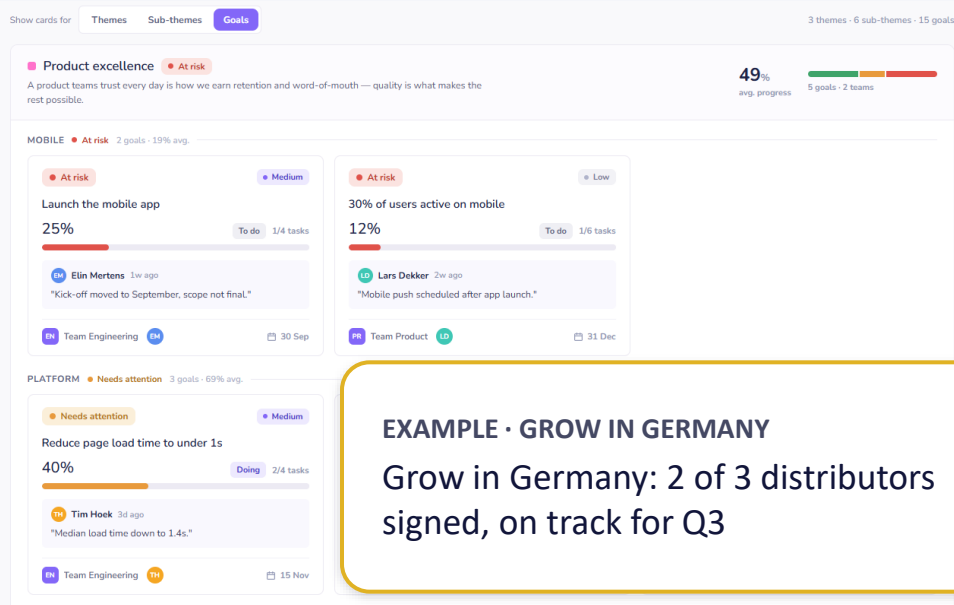
SEE: All goals in one overview



Live progress replaces status reports. Your coach reviews it with you every quarter.

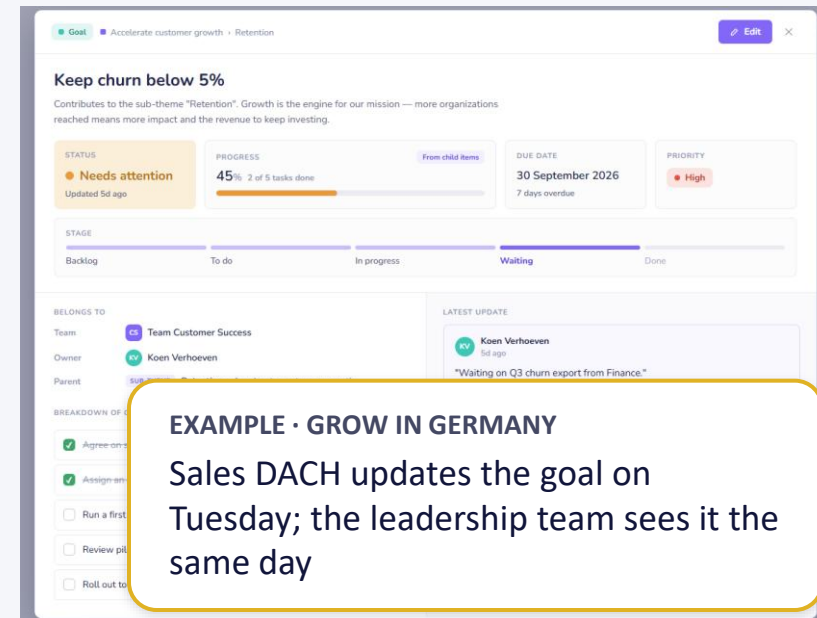
GOALS OVERVIEW

Every strategy theme in one view. Key issues stand out instantly.



LIVE UPDATES

Always current. Teams update progress in their own meetings.

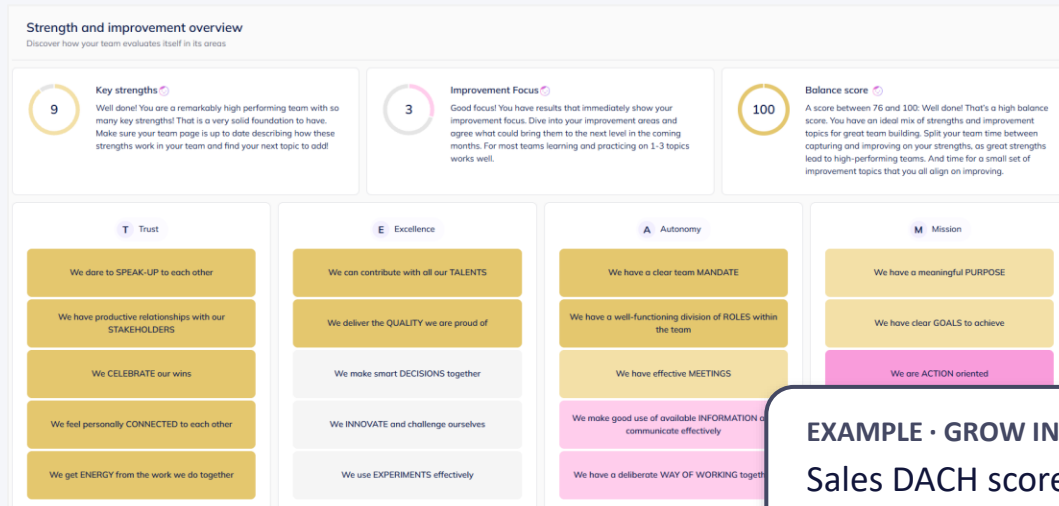


REFLECT: Goals only move if the team works well

Teambooster started as a team development platform. That part is still there, and it is what makes goals land. Strong teams set sharper goals and finish more of them.

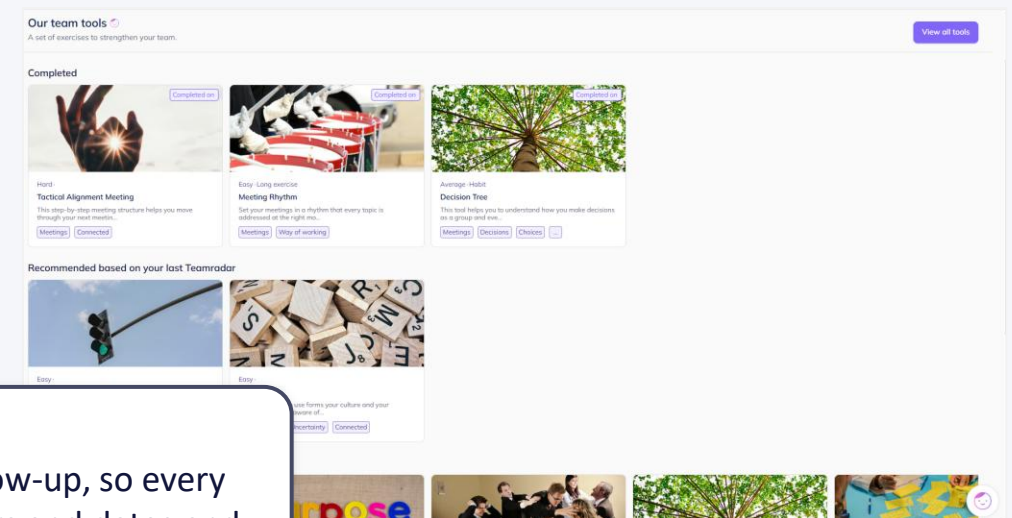
TEAMRADAR

A 5-minute survey. The team sees what to improve first, with agreements in a week instead of months.



100+ EXERCISES

One topic, one new habit. Short practical exercises turn an insight into the way the team works.



EXAMPLE · GROW IN GERMANY

Sales DACH scores low on follow-up, so every meeting now ends with owners and dates and the team does a short exercise for role clarity

What do you use now?

Most companies combine different tools and advisors. Each covers part of the job.

Option	Goals linked to strategy	Weekly team meeting	Team development	Senior coaching	Where it stops
Spreadsheets Excel, PowerPoint	Partly	—	—	—	Updated right before the review, little cascade beyond the LT
Work management Jira, Monday, Asana	—	Partly	—	—	Built around tasks, not direction
Performance suites HiBob, Personio, Leapsome	Partly	—	Partly	—	Serves the yearly individual review, not business outcomes
OKR platforms Perdoo, Oboard	✓	—	—	—	Tracks the goals, not the meeting or the team
Consultants Strategy firms	Partly	—	Partly	✓	Strategy on paper; the advisors leave before execution
Teambooster	✓	✓	✓	✓	Goals, meeting, team development and coaching in one loop

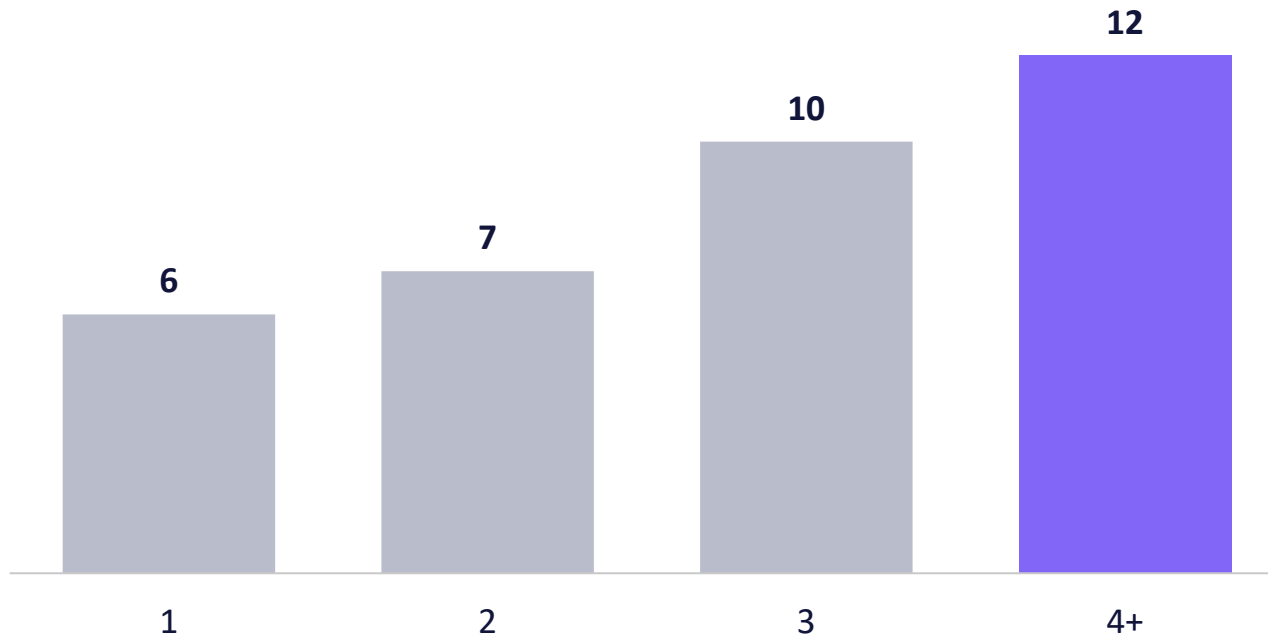
Teambooster combines senior coaches with one platform for goals, meetings and team development.

3. Proof, pricing and how to start



Teams that keep the rhythm deliver stronger

Strengths identified per team, by number of quarters using Teambooster



Used by companies with 1 team to 200 teams

“Things are now moving very quickly in all new teams. Each team knows what is going on; we work together maturely and keep each other sharp.”

Roos Sorgdrager, Director Category Management, MediQ

“It helps us with team development and leadership development at the same time. The insights it gives the team and me are very useful.”

Dennis Overbeeke, CTO, New10

Simple pricing: one platform fee, coaching scoped to you

FREE

EUR 0

Try all features with your first team.

SCALE

EUR 7 per user per month

- All your teams. Pay only for active users.
- Easy configuration, e.g., set up single sign-on.
- A first company kick-off and first train-the-trainer included. Every 6 months, a progress check with an expert coach.

PARTNERSHIP

From EUR 5k

A phased coaching partnership, scoped to your ambition: strategy coaching, leadership offsites, train-the-trainer and team lead development.

Ask us for a session with your leadership team, or start free with one team at teambooster.app.

What's the catch? Five questions leaders ask before they start

More questions? [Schedule a personal demo](#)

IS THIS A TOOL OR A CONSULTANCY?

Both: senior coaches and one platform.

We are a Dutch company founded by consultants. Our senior coaches guide your LT through the strategy and the first quarters. Then the platform takes the lead and coaching gets lighter.

DOES IT TAKE MY TEAM LEADS A LOT OF TIME?

A few minutes a week.

Teambooster is built to be used mostly in meetings. Putting your strategy in takes some effort up front (our AI and coaches help). After that, it runs during your existing meetings, plus a couple of minutes a week, which is healthy attention to organize your work

WHAT ABOUT JIRA OR ASANA?

Tasks can stay where they are.

Teambooster can connect to your favourite task tool, so each goal links to the work teams already track. For non-tech teams, Teambooster is simpler to use.

GDPR AND DATA SECURITY?

GDPR-compliant, secure storage.

Access, correction and deletion rights are built in. When the subscription ends, your data is returned or destroyed. Set up single sign-on for secure login.

HOW DOES THE AI USE OUR DATA?

Only to coach your own teams.

The AI coach works from your strategy themes and team context to for example sharpen goals or turn meeting notes into next steps. No data is used outside your organization to train AI.

How to start

We start with your leadership team, then add teams one by one.



1. Start with your leadership team

A senior coach runs a strategy session with your LT: direction, first themes and the rhythm.



2. Bring over what you have

We translate your strategy Excel into themes and goals and connect Jira or your task tool.



3. Pilot with your first teams

Teams set their first goals and run a full cycle with coach support. No IT project.



4. Add teams, team by team

We train your internal champions. Coaching gets lighter as the platform takes the lead.

In 1-2 quarters, your teams are more productive, your LT meetings are more effective, and your colleagues are more engaged.



**More teams delivering on
your mission.**

