

Why Founders Are Choosing \$500/Month Operations Support Over \$10K Coaching

A structure-first model helping overloaded founders regain control, time, and traction



Ocala, Florida Dec 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - Why Founders Are Choosing \$500/Month Operations Support Over \$10K Coaching

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Lisa Murphy, Executive Business Coach and Founder of Limited to Limitless, today announced pre-

enrollment for the Founder's Operations Council™, a \$500/month, no-long-term-contract program launching in January 2026 to help service-based founders install a weekly operating rhythm and remove operational bottlenecks in 90 minutes a week.

Executive coaching and leadership development is a fast-growing industry. Mordor Intelligence estimates the Executive Coaching and Leadership Development market at \$103.56 billion in 2025 and projects growth to \$161.10 billion by 2030. Yet many founders in the \$125,000 to \$5 million revenue range report they are priced out of consistent support, or they invest in conversation-based coaching models that may not include an implementation cadence. <https://www.mordorintelligence.com/industry-reports/executive-coaching-and-leadership-development-market>

The International Coaching Federation reports 122,974 coach practitioners worldwide and \$5.34 billion in annual industry revenue, reflecting major growth in the profession. Murphy's view is that founders do not need more "good ideas"; they need a repeatable operating rhythm that reduces decision chaos and increases execution consistency. <https://coachingfederation.org/resources/research/global-coaching-study/>

"At the end of the day, most founders aren't struggling because they lack motivation," said Lisa Murphy, Founder of Limited to Limitless. "They're struggling because the business is being run off willpower. The Founder's Operations Council exists to replace willpower with operational structure, one week at a time."

Murphy's announcement comes as small businesses continue to face cash flow pressure. SCORE reports that 82% of small businesses fail due to cash flow problems, a reality that often shows up as operational overwhelm, inconsistent execution, and founder dependency. <https://www.score.org/resource/blog-post/1-reason-small-businesses-fail-and-how-avoid-it>

The Founder's Operations Council is designed for solo- and mini-preneurs (0–10 team members) who want a Fortune 500-style operating rhythm adapted to smaller teams. Members meet weekly for a structured 90-minute operational session focused on clarity, priorities, bottleneck removal, and implementation tracking.

Murphy shared several documented client examples that illustrate the type of operational outcomes the Council is built to produce:

"I didn't know I was the bottleneck until I wasn't in the room. When one client onboarded without me, I realized how much time I'd been losing. Recording my process and turning it into a Standard Operating Procedure removed me as the bottleneck—instantly," said James, Fractional Chief Financial Officer.

"I didn't need more motivation. I needed a system. Lisa showed me how to fix the real problem—the system, not the symptoms. One structural change increased my sales over 35%," said Tina, Fractional Service Founder.

"I thought I needed more willpower. What I needed was Lisa's structure. One change gave me back eight hours a week," said Lydia, Marketing Firm Owner.

The Council's structure is built around three core components: weekly structured operational sessions (Meetings That Matter™), a workflow system designed to prioritize execution and reduce founder dependency (M.O.M.E.N.T.U.M.™ Workflow System), and a quarterly rhythm that converts strategy into measurable 90-day execution sprints (Quarterly Rhythm Planning™).

Pre-enrollment is open now for the January 2026 launch. To maintain a high implementation standard, cohort size is limited.

For more information and verified testimonial context, visit <https://founder-operations-counc-77uj19k.gamma.site/> or contact Lisa Murphy at Lisa.Murphy@LimitedtoLimitless.com. Company information is available at <https://www.LimitedtoLimitless.com>.

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