Alpha Recoding

The place where you will learn to close the gap between success and reality.

 $I'm\ Anna-Christina.\ I\ give\ millennial\ small\ business\ owners\ the\ business\ and\ finance\ tools\ they\ need\ to\ run\ their\ biz\ instead\ of\ it\ running\ them.$

YOUR SOLUTION

Business is in my blood.

I was born into a very entrepreneurial family. For as long as I can remember, we've had several family businesses (in several different industries)

When I was 12 years old, another biz was added to the family name—Anna-Christina's Dog Training & Grooming, That's right. I started my first profitable business at 12, washing, walking, and training proches in my residential area.

Desde el primer día, me enseñaron el valor no solo de crear mi propio éxito, sino de hacerlo en familia. Esto hizo aún más dificil que uno de los mayores logros de mi familia: nuestra agencia de viajes con sede en Estocolmo, se viese obligada a declarar la bancarrota después de 51 años de ingresos crecientes.

Nothing has ever stung quite like that moment of handing over the final financial statements to a bankruptcy attorney as a (pregnant) third-generation owner of our family business.

That was the day I started learning what it truly meant to Recode Success.





What does it mean to Recode Success?

Here's some quick background about me: I'm half Swedish, half German. I grew up in Mexico, and I've gone to American schools my entire life. I've been immersed in diversity since day one.

Growing up in a multicultural background, I noticed that the measures of successes and failures were different for each group of people.

My mission now is to help my clients grow to their fullest potential sustainably in our everchanging world and amidst their own ever-changing markers of success

Ready to get to work and start achieving your own sustainable success?



CONTACT

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The Alpha Recoding Approach

you grow a business that will crash and burn OR burn you out six months later. Instead, I'm in

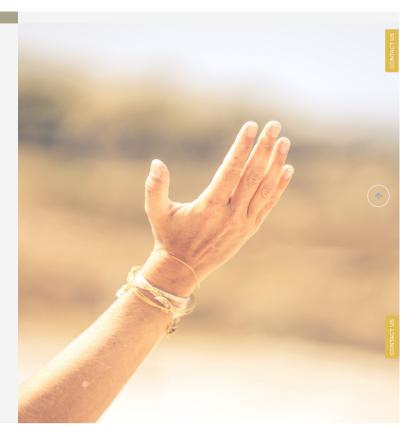
From my 10+ years of professional experience growing businesses, I've found that the story a business owner's numbers tell is the key to its long-lasting success. \\

That's why my first step with SBOs is to decipher these stories. Together, we identify what activities will generate new results and what activities will further current successes.

experiences from running eight businesses to not only maintain those results but to nourish, optimize, and maximize them. The end result?

A sophisticated strategy for both business and mindset that gives you the tools you need to

YOUR SOLUTION



Testimonials

Alexandra

Monthly "what if" sessions are invaluable.

I learned much more than the financial aspects of my business. I now have a relates to and affects the system as a whole, especially financially. The monthly

 $\label{lem:counting} \mbox{ and finance in simple, easy-to-understand and applicable terms}$

I have a degree in business administration and took several accounting and thought process that allows me to think about how each individual component finance courses in college and when I did some of the information provided in financial education, it blew my mind. I had never been taught accounting and finance in such simple, understandable and applicable terms.



