



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 pooches 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 difícil 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.



CONTACT US



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 ever-changing world and amidst their own ever-changing markers of success.

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



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The Alpha Recoding Approach

My approach to business strategy is grounded in sustainability. (Basically, I'm not here to help you grow a business that will crash and burn OR burn you out six months later. Instead, I'm in this for the long haul.)

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.

Then, we'll use those same numbers in combination with proven methodologies and my 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 ultimately become your own coach and course-correct on the go while you and your brand grow.

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 thought process that allows me to think about how each individual component relates to and affects the system as a whole, especially financially. The monthly What IF sessions are invaluable.

Accounting and finance in simple, easy-to-understand and applicable terms

I have a degree in business administration and took several accounting and 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.



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