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Transforming business —one owner at a time.

We're passionate about helping owners create a business they love leading and a life they love living. And we bring together the best system solutions and an expert group of coaches to help you get there.

OUR HISTORY

Helping owners build businesses that work since 1977.

EMyth pioneered the business coaching industry in 1977. Founder Michael E. Gerber saw a huge and unmet need among small business owners suffering from a tendency to build their business around their own ability to produce results. Inspired by the entrepreneurial founders of large corporations (like Tom Watson of IBM and Ray Kroc of McDonalds), Michael recognized the inability of most small business owners to envision their business as separate from themselves, and he set out to build an affordable solution that could help owners change the way they think about their business and achieve the freedom they're looking for.

1977 1979 1982 1986

The vision that launches an industry

Michael E. Gerber starts the company in San Mateo, California, "to transform small business worldwide, one small business owner at a time."

The original small business coaching program

The EMyth Small Business Development Program is built as a high-impact, low-cost prototype to be delivered and tested first in the San Francisco Bay Area.

The partnership behind the business and the brand

Michael Gerber and Ilene Frahm, EMyth's current Board Chair, begin a decades-long relationship, building the company and creating a family together.

The E-Myth Businesses Do About It

After nine year turns the EMyt business that it, not just *in* it business verna

WHO WE WORK WITH

Whatever your size or industry, we can help.

In our time getting to know and support business owners in virtually every industry, we've learned that while you and your business are unique, your challenges and frustrations aren't. For owners with companies grossing between $100K and $100M, we provide the mentoring and tools you need to develop a successful business that frees instead of consumes you.

"What I love most about being at EMyth is the passion we all have to improve the lives of business owners."

JANE PEART

OUR VALUES

What drives us.

Our values are the guiding force for all we do. We're committed to embodying them as a team, with our coaches, and—most importantly—with you.

Gift love and compassion, especially when it's hard

We care about others and strive to meet them where they are. Everyone has a meaningful and personal story, so we take the time to put ourselves in others' shoes—to understand their perspectives so we can be responsive to their needs. It's easy to be kind when things are easy, but we practice kindness in the difficult moments when it's often needed most. And we turn our kindness inward as well because that's what allows us to be there for others when they need us.

Do the right thing, because it's the right thing

We listen to that little voice inside—the one that tells us, "You know what you should do." And we give it a megaphone. We care so much about the experience we're here to have together, that when it's time to "do the right thing," we don't hide behind limited policies or procedures—we improve them. We stick to our values and standards, but we trust our intuitions and allow ourselves to make mistakes. We say back to that little voice, "You know it, friend. I'll take it from here."

Risk uncommonly genuine

We find strength in vulnerability. By striving to show up more openly and honestly every day —to tell it like we see it; to challenge the status quo; to just be human, unvarnished and unadorned—we access a superpower in each of us that most companies ask us to lock away. We build trust faster, get to the truth in a straighter line, and solve problems together in innovative ways without wasting time on positioning or politics. And by taking this risk, we sprinkle a little bit of our own unique magic on everything we touch.

Keep growing

We're here to discover what we're made of—personally and professionally. We own our mistakes and learn from them. We challenge ourselves to shift the habitual patterns we realize don't work. We celebrate our wins and never get complacent. We look inside for ways to be better. We've made this a garden to grow in—a place to learn about ourselves, to step outside our comfort zone, to create results today more extraordinary than we could've yesterday.

Treat the problem, not the symptom

We're problem solvers and truth seekers. We don't stay on the surface, comfortable where things are simplistic and unclear. Whatever the roadblock, whatever the frustration, we're called to search beyond our assumptions to find the root cause. And while we'll explore many paths on our journey to solve them, accepting the creative process means we'll make more mistakes than masterpieces along the way; we won't settle for band-aids or quick fixes because we believe a problem worth solving is worth solving right.

Create better, together

We know we're stronger together, so we don't suffer silos that keep us apart. And we respect each other and our contributions because we understand the kind of cooperation it takes to do great work. We co-create across the team—standing passionately for our perspectives while opening ourselves up to a diversity of ideas different than our own. And we're willing to shift on a dime when a better idea comes along. New ideas are fragile, they need nurturing and support to grow. So we create a safe space for the best ideas to flourish and for each of us, in our own way, to contribute to a result greater than the sum of the parts.

Invite diversity, cultivate inclusivity

We welcome and appreciate people as they are. Each of us brings a unique identity, background, experiences and opinions that make a valuable contribution to our co-creative culture and ambitious goals. We keep looking for ways to harness the promise and power of diversity. So, we never let our desire for common purpose and shared values become a conscious or unconscious quest for sameness. As a team committed to the work of diversity, equity and inclusion, we don't tolerate bias or injustice, and address it wherever we see it, including any bias we uncover inside ourselves.

Orchestrate everything

We design systems and structures behind the scenes to take our customers on a seamless journey throughout their relationship with us. We approach our work as directors, actors and stagehands in a grand play of our design. We work on the business, not just in it, every day—crafting and choreographing all the details "off stage" to create an "on stage" experience that, for our audience, feels organized, elegant and effortless.

Don't meet expectations—set them

We don't feel comfortable just doing what's expected of us. We want to do more—to raise the bar, to inspire, to elevate what's possible. So instead of reacting to expectations, we strive to understand the needs, goals and motivations behind them. We lead and design to discover and provide the best solutions, rather than allowing expectations to dictate the paths we take.

Make magic in the details

We take great care with the details because we know memorable experiences aren't made in the broad strokes. It's the small things that matter—all the little parts that make up the whole. It's because someone took the time to make them important. We obsess over the small things because the truth is they're not so small, they actually make the experience. Our attention to detail is an expression of our respect and care, not only for our creations, but for the people they impact.

JOIN OUR TEAM

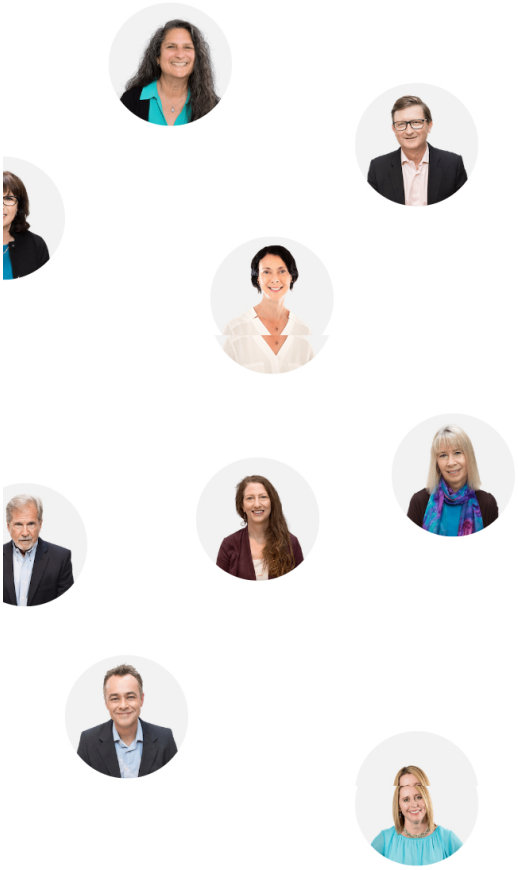
Help transform the lives of business owners everywhere.

At EMyth, we're passionate professionals who've made it our business to support owners in their journeys to build amazing companies that serve their lives. If you think it sounds fulfilling and exciting to empower people all over the world in this mission, consider joining our remote team.

"EMyth values the "WE" that exists between our clients, coaches and staff. We work hard to provide service and support that unifies our community to new levels every day."

CHRISTY MILLER

See our open positions



BECOME A COACH

Our coaches don't just transform businesses. They change lives.

Every coach is a trained professional who gets to partner with amazing business owners across every industry you can think of, and some you haven't. What gets our coaches up in the morning is knowing that their work helps business owners take back their lives and achieve their dreams—whatever that looks like for them.

If you're interested in becoming an EMyth Coach, please check out our current job postings.

Meet our coaches

EMyth

Call Us: 1-800-300-3531

International: +1-541-552-4600

Email: info@emyth.com

Get Our Newsletter Practical resources. No spam ever.

name@emailaddress.com GO

MADE WITH ♥ IN ASHLAND, OREGON.

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