

# Dana Dorcas — Founder & President, ThriveFinder LLC

Dana Dorcas is a nationally recognized business advisor, leadership coach, and author of *Max Results*, with over 40 years of proven experience scaling businesses, sharpening leadership effectiveness, and driving measurable growth. As the founder of ThriveFinder, Dana has built a reputation for transforming leaders and companies into high-performing, growth-focused organizations.

## Core Areas of Impact

**Leadership Development:** Empowering leaders through frameworks like John Maxwell principles, the E6 model, and Certified High Performance Coaching to unlock influence, confidence, and measurable team impact.

**Business Advisory & Growth Strategy:** Guiding SMBs and mid-market companies to scale with clarity, systems, and processes that unlock sustainable success.

**Sales Development & Modern Selling Mastery:** Equipping teams with ROI-driven frameworks, sales intelligence, and modern buyer alignment strategies to maximize revenue growth.

**Marketing & Messaging Strategy:** Helping businesses clarify their message and amplify their reach with StoryBrand-certified expertise that converts attention into action.

Through his advisory work, masterclasses, and proven frameworks, Dana has empowered hundreds of leaders, business owners, and teams to accelerate growth, strengthen leadership, and thrive in competitive markets. He is the trusted guide for those ready to build smarter, lead stronger, and achieve lasting success.