ACROSS THE TABLE

BUSINESS CONSULTING

APP COMPARISON 02 · CEO MINDSET

# CEO Mindset vs Ninety, EMyth and Strategic Coach

*Four ways to stop working in the business and start running it, at four very different prices.*

Knowledge Article C02

AI Stack Series · acrossthetable.biz

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## BEFORE YOU READ THIS

This guide compares CEO Mindset against three other products that do a similar job. CEO Mindset is my own. I build it, and I make money if you buy it.

That is exactly why this guide names the places where one of the other three is the better buy, and says so plainly. A comparison that found my own product best at everything would not be worth your time, and you would be right not to believe it.

## WHAT CEO MINDSET DOES

The shift from doing every job to running the business.

CEO Mindset is about the hardest transition a small business owner makes: going from the person who does every job to the person who runs the business. It is a five-pillar framework with scorecards and prompts, meant to be worked through by the owner alone.

It is deliberately not team software. It is not a meeting system. It is the owner's own development track, which is a different problem from running a leadership team.

What is in it:

- Five-pillar framework
- Scorecards and prompts
- Owner development track
- Lifetime access on one-time plan

Price: $29.99 per month · $249.99 per year · $199.99 one time. There is a 14-day free trial.

## THE THREE IT IS UP AGAINST

These four products are solving the same underlying problem from genuinely different directions, and the price range between them is enormous. That is not a sign that three of them are overpriced. It is a sign that they are not the same thing.

Ninety is software for running a team on a system. EMyth and Strategic Coach are human coaching programmes. CEO Mindset is a self-guided framework. Understanding which of those three kinds of thing you need matters far more than the price comparison.

| Product | What it is | How it charges | Who it suits |
|---|---|---|---|
| CEO Mindset (mine) | A self-guided framework for the owner's own development, with scorecards and prompts | Flat monthly, yearly, or one payment for life. Not per user | A solo owner or small-team owner working on themselves, without a coach |

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| Product | What it is | How it charges | Who it suits |
|---|---|---|---|
| Ninety | Software for running a company on the EOS system — meetings, scorecards, rocks, accountability chart | Per user per month, with a free tier | An owner with a leadership team who needs everyone on one system |
| EMyth | One-to-one business coaching built around systemising the business | Monthly coaching fee, far above any software price | An owner who needs a person holding them accountable |
| Strategic Coach | A structured coaching programme for established entrepreneurs, in groups | Programme fee, typically annual and substantial | Owners already running something sizeable who want peers at their level |

Prices move. Every figure for the other three comes from the source listed at the end of this guide, with the date it was published, so you can see how fresh it is and check it yourself. The figures for CEO Mindset are its own published prices.

## WHAT EACH ONE IS ACTUALLY GOOD AT

### Ninety

Ninety is the best-known software for running a business on EOS, the system described in the book Traction. It holds the accountability chart, the vision document, the scorecard, the quarterly priorities and the weekly leadership meeting.

As of its published 2026 pricing it runs from a free tier through roughly twelve to sixteen dollars per user per month depending on the features you need, which makes it inexpensive for a small leadership team.

The important point: Ninety is built for a team. If you are the only person in your business, most of what you are paying for — meetings, accountability charts, people analysis — has nobody to involve.

Pick this one if: you have a leadership team, you are running or want to run on EOS, and your problem is getting everyone on the same page rather than developing yourself.

### EMyth

EMyth comes from The E-Myth Revisited, the book that named the problem this whole category exists to solve — working in your business instead of on it. The modern offering is coaching: a real person, regularly, working through your actual business.

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What coaching buys that no framework can is accountability and judgment about your specific situation. A framework cannot notice that you are avoiding a conversation with your brother-in-law who works for you.

It costs many multiples of any software on this page. For an owner at the right stage that is money well spent; for an owner with no revenue it is not affordable and not appropriate.

Pick this one if: you know what you should be doing, you are not doing it, and what you need is a human being expecting an answer.

### Strategic Coach

Strategic Coach runs structured workshops for entrepreneurs who are already successful, with the peer group being as much of the product as the content. Its thinking tools are well known and widely borrowed.

It has an entry requirement in practice: the programme assumes a business of some scale and an owner with the income to match. It is not aimed at a first-time owner.

If you are at that stage, the peer room is the thing you cannot get from software at any price.

Pick this one if: your business is established, your constraint is your own thinking rather than your systems, and you want a room full of people at your level.

## WHERE CEO MINDSET IS THE WRONG CHOICE

If any of these describes you, buy one of the others instead. You will be happier and I would rather tell you now than take your money.

- You have a leadership team and need everyone working from one scorecard and one meeting rhythm. That is Ninety, and it is cheap per person.
- You already know what to do and you are not doing it. No framework fixes that. You need a coach.
- Your business is established and large, and your constraint is strategy at a level a self-guided workbook will not reach. Look at Strategic Coach.
- You want structured accountability from a person. CEO Mindset is self-guided. There is nobody checking whether you did it.

## WHAT ACTUALLY MAKES CEO MINDSET DIFFERENT

The difference is who it is for. Every other option on this page assumes either a team or a budget. Ninety assumes people to manage. EMyth and Strategic Coach assume you can pay for a professional’s time, which for most owners in their first years is simply out of reach.

CEO Mindset is for the owner who is on their own, cannot afford a coach, does not have a leadership team to put on a system, and still has to make this transition. That group is the large majority of small business owners and it is badly served.

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It is also worth being clear about what it costs relative to the alternatives: it is priced at roughly what one hour of coaching costs, for ongoing access. That is the whole argument. It is not better than coaching. It is available to people who cannot buy coaching.

### The honest limit

Self-guided means self-disciplined. The honest completion rate for any self-guided programme, from anyone, is low. If you know from experience that you do not finish things without someone expecting you to, spend the money on a coach instead and skip the framework. That is not a sales pitch against my own product; it is the thing most likely to actually change your business.

There is also a pricing quirk on my own site worth naming while you are deciding: the yearly plan currently costs more than the one-time lifetime purchase. If you are going to buy it for more than a year, buy the lifetime option. I would rather tell you that than have you pick the wrong one.

## HOW TO DECIDE

Answer these about your own business. The answers point at one of the four.

- Do you have a leadership team? If yes, team software may matter more than personal development.
- Have you tried self-guided programmes before and finished them?
- Can you afford coaching? If yes, coaching beats a framework for most people.
- Is your problem knowing what to do, or doing what you already know?
- Are you trying to fix yourself, or fix how the team runs? These are different purchases.

## YOUR QUICK REVIEW

- ☐ I know whether my problem is knowledge or accountability.
- ☐ I know whether I am buying for myself or for a team.
- ☐ I have been honest about whether I finish self-guided material.
- ☐ I compared the lifetime price against the yearly price.
- ☐ I am not buying a framework to avoid a conversation I need to have.

## WHERE THESE NUMBERS CAME FROM

Everything stated about the other three products comes from the sources below, on the dates shown. Nothing here is from memory and nothing is estimated.

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- Capterra, "Ninety Pricing 2026" — Ninety plan structure and per-user pricing; the page is marked 2026 but carries no exact date, so treat the figures as approximate and check Ninety's own page.
- EMyth and Strategic Coach do not publish standard prices; both are described here by their charging model, which both state publicly, rather than by a figure.
- CEO Mindset pricing: acrossthetable.biz/ceo-mindset/, read from the site's own published pricing data.

Pricing pages change without notice. Before you buy anything in this guide, including mine, open the vendor's own pricing page and check.

## ADDITIONAL RESOURCES

| Product | Where to find it | What it is for |
|---|---|---|
| Ninety | ninety.io | An owner with a leadership team who needs everyone on one system |
| EMyth | emyth.com | An owner who needs a person holding them accountable |
| Strategic Coach | strategiccoach.com | Owners already running something sizeable who want peers at their level |
| CEO Mindset | acrossthetable.biz/ceo-mindset/ | A solo owner or small-team owner working on themselves, without a coach |
| Across the Table AI Assessment | acrossthetable.biz/#assessment | Fifteen minutes. Tells you which job to fix first, before you buy anything. |
| The Scaling Edge | acrossthetablebiz.substack.com | Weekly newsletter for owners without a business background. |

## CONTINUE LEARNING

The Across the Table AI Assessment is a free fifteen-minute way to see which part of the business is actually costing you most.

The knowledge article on running the work covers the systems side of this transition, which is the other half of the problem.

## READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website:  https://acrossthetable.biz

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The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

Questions: info@acrossthetable.biz · 480-582-4716

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