

THE CEO ADVANTAGE · ANDERSON ADVISORS, INC.

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# What if the next 10 years of your life had 10× the meaning of the last 10?

Not 10× the revenue. Not 10× the transactions. 10× the clarity, the legacy, and the purpose.

01

THE EXPONENTIAL LEADER PRACTICE

# The Exponential Leader Practice

A 36-Month Engagement for Leaders Ready to Define What Comes Next

02

01 — THE MOMENT YOU'RE IN

# You've won. Now what?

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You're 50 to 65 years old. The business has grown. The team is capable. The reputation is earned. By every external measure, you've succeeded.

*"The definition of success that drove the last chapter no longer fits the next one."*

# Exponential isn't about scale. It's about significance.

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Drawn from the thinking in *Replace Retirement: Living Your Legacy in the Exponential Age*, this practice asks a harder question: How do you live at full intensity — using your gifts, deepening your relationships, and leaving something worth leaving — rather than stepping back from life when you have the most to offer?

# Three instruments. One integrated practice.



## Legacy Map

Clarifies who you want to become and what you want to leave behind.



## Character Compass

Identifies the 3–5 character traits that define how you'll show up.



## Weekly Guidance Triangle

A third person keeps you focused, accountable, and honest.

# A 36-month rhythm designed for depth, not intensity.

## Legacy Map Session

3.5 HRS · IN PERSON

Session one of two. We begin by mapping the terrain: your relationships, your values, your vision for the life you want to have built.

## Character Compass Session

3.5 HRS · IN PERSON · ~30 DAYS LATER

Session two. We identify the 3–5 character traits that will define how you show up — and build the compass you'll carry into every quarter.

# The ongoing rhythm.

## Quarterly Target Session

**3 HRS · IN PERSON · EVERY 90 DAYS**

Reflect on the past quarter. Review what you learned. Set targets for the next 90 days grounded in your Legacy Map and Character Compass.

## Monthly Focus Session

**1 HR · MICROSOFT TEAMS**

Determine your top three priorities for the coming month. Reflect on the past 30 days. Keep the compass calibrated.

## Weekly Guidance Triangle

**30 MIN · MICROSOFT TEAMS · WITH A THIRD PERSON**

The weekly anchor. You, your coach, and your Triangle partner — holding you to what matters most this week.

# Three years from now, something will be different.

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## *Year One*

### **Clarity replaces noise.**

- You have a completed Legacy Map and Character Compass — two documents that articulate who you are and who you're becoming with more precision than anything you've written before.
- You've named the relationships that matter most and taken deliberate steps to deepen them.
- The weekly and monthly rhythms are established. Reflection has become a practice, not an event.

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## *Year Two*

### **Identity becomes behavior.**

- The character traits you identified are showing up consistently — in your leadership, your family, your community engagement.
- You've made at least one major decision — a transition, an investment, a commitment — rooted in your Legacy Map rather than in momentum.
- People close to you notice the difference, even if they can't name exactly what changed.

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## *Year Three*

### **Legacy becomes tangible.**

- You've built something — a relationship, a contribution, an organization — that wouldn't exist without the intentionality of these three years.
- You know what the next chapter holds, and you've made concrete moves toward it.
- The practice is no longer something you attend. It's something you are.

# What leaders say after three years.

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*“[Pull quote from client — 1–2 sentences on how the Legacy Map changed how they think about this stage of life]”*

[Title, Company]

*[John to populate Wednesday — pull from client feedback and existing testimonials]*

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*“[Pull quote from client — focus on the Weekly Triangle or monthly cadence, the accountability aspect]”*

[Title, Company]

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*“[Pull quote from client — something about legacy, identity, or the character compass specifically]”*

[Title, Company]

## 07 — INVESTMENT

# \$15K

per person · per year · 36-month engagement

- 50% due at engagement launch
- Balance invoiced quarterly
- Money-back guarantee

Quarterly in-person sessions are held in the Grand Rapids, MI area. Monthly and weekly sessions are Microsoft Teams. Travel is not required outside of the quarterly cadence.

### YOUR INVESTMENT INCLUDES:

- *Replace Retirement* — the foundational text
- Your completed Legacy Map
- Your Character Compass
- Participation Guide
- Curated reading list and expert content curation

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*“My Purpose is to inspire and challenge leaders to achieve their greatest personal potential.”*

— John Anderson

# Let's start a conversation.

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