

THE CEO ADVANTAGE · ANDERSON ADVISORS, INC.

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

10× the return on time. 10× the transformational relationships. 10× the clarity, the legacy, and the purpose.

01

THE EXPONENTIAL LEADER PRACTICE

The Exponential Leader Practice

An Engagement for Leaders Ready to Define What Comes Next

02

01 — THE MOMENT YOU'RE IN

You're winning. Now what?

The business is growing. The team is capable. The reputation is earned. By every external measure, you're succeeding.

“The definition of success that drove the last chapter no longer fits the next one.”

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

Drawn from the thinking in *Replace Retirement: Living Your Legacy in the Exponential Age*, this practice asks a harder question: How do you live your highest calling — using your gifts, deepening your relationships, and leaving something worth leaving.

Three instruments. One integrated practice.



Legacy Map

Clarifies who you want to become and how to live it daily.



Character Compass

Identifies your Purpose, Principles, Beliefs, and Values to navigate your life.



Weekly Guidance Triangle

The power of a triad to keep you focused, accountable, and honest.

A rhythm designed for depth, not intensity.

Legacy Map Session

3.5 HRS · IN PERSON

We begin by mapping the terrain: your relationships, your values, your vision for the life you intend to build.

Character Compass Session

3.5 HRS · IN PERSON

We identify your family Core Values, life's Purpose, Beliefs, and the Principles to navigate life's journey. 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.

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.

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.

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 years of practice.

"I first learned about John Anderson's Legacy Map in 2012 and was immediately hooked. It's how I visualize and plan for exponential growth later in life as well as achieve nearer term goals I never thought possible."

CEO, The Hagerty Group

"You are an inspiring leader. Thanks for bringing the best of everything to our team at Granger. The Legacy work has been Transformational. It strengthens the people involved and also boosts our culture!"

Granger Construction

"While I am a man of few words, I would run out of words if I describe the profound impact John Anderson's coaching has had on me and our organization. John has been our coach for approximately fifteen years and while we are approached often by others in the industry, we would not think of switching to anyone else. John brings a calm, confident wisdom to our meetings. He knows what we deal with every day because John has sat in the same seat we do and has slayed the dragons, himself, and he walks the talk."

President, Farbman Group

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
- Virtual John access — AI coaching between sessions

“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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ANDERSON ADVISORS, INC · JOHN ANDERSON

