Designing & implementing leadership systems that allow companies to scale without breaking

Level-up >> es10x | Leadership Architecture with Graham Peelle

Leadership Advisor & Systems Implementation >
Partnering with CEOs & Founders to build leadership teams and systems with the capacity and agility to transform for the next level of scale or objectives

CORE CHALLENGES

❖ **FOUNDER/CEO CHOKEPOINT |** Founder/CEO's sheer will and domain expertise, become the weakness with each decision, idea, and follow-thru, resulting in growth plateaus and inefficiencies

❖ **DEVELOPMENT LAG |** Under-skilled narrow-minded leadership teams blocking AI/market transformation or ineffective management tactics

❖ **STRUCTURAL FRAGILITY & COMPLEXITY |** Broken leadership teams, lacking scalability, with inability to respond to recent or impending changes in the business

➡ **You aren't scaling; you're working harder to stay in place**

OUR MISSION

We are a Leadership Architecture Studio. We don't just advise; we re-engineer. We design and implement the leadership systems and organizational infrastructure required for founders to transition from Operator to Visionary High-Agency Leader (VHAL).

We build the bridge over the gap between average and legacy leadership teams, to high-performing teams of excellence.

Most firms offer "coaching." We deliver engineered outcomes.

LEADERSHIP ARCHITECTURE FRAMEWORK

◉ **SLT Calibration & Ownership |** Re-engineering leadership from functional management to high-agency ownership. We transform "order-takers" into a unified core of strategic owners.

◉ **Leadership Architecture Design |** Installing the organizational operating system. We design the structural frameworks for decision-making and accountability, replacing "fire-fighting" with a scalable cadence of execution.

◉ **Systems Transformation & Scaling |** Eliminating the "organizational drag" of the $10M–$100M transition. We apply systems thinking to dissolve structural constraints and resolve the root complexities stifling growth.

◉ **Founder Independence (VHAL Transition) |** Decoupling company value from founder presence. We mitigate key-person risk by architecting a self-sustaining leadership

❖ **Revenue & Margin Expansion:** Unlocking revenue, margin, and efficiency by removing unnecessary distractions or gaps.
❖ **Executive Autonomy:** Streamlining decision-making, ideation, and follow-thru, to crush plateaus and inefficiencies, with a 10x leadership team that owns their KPIs, allowing the CEO/Founder to focus on high-leverage visionary work.
❖ **Scalable Infrastructure:** A leadership framework that supports rapid YoY growth (30%+) without organizational collapse.
❖ **Speed to Value:** Visible shifts in leadership agency within 90 days; full structural transformation within 12 months.

Traditional Coaching	es10x Leadership Architecture
Focus on mindset & feelings	**Focus on systems & margins**
Advisory-based (Talk)	**Implementation-based (Design/Build)**
Founder-centric	**Team empowerment & autonomous**
Ongoing incrementalism	**90-day sprints to structural ROI**

es10x | We don't only build leaders; we design the systems where exceptional leadership performance and successful outcomes become inevitable.

es10x ENGAGEMENT MODELS

Program	Leadership Architecture Partnership (LAP) (exclusive to 3 founding seats)	Lead10x Accelerator (limited to 4 founding seats)	Advisor/fCOO (limited to 6 founding seats)
Focus & Outcome	**Dynamic Leadership Immersion & Integration** <u>Transformation Fueled by Leadership Recalibration</u>	**Leadership System Design & Implementation** <u>Accelerated Leadership Development & Optimization</u>	**Fractional or Advisory Partner** <u>Foundational Leadership Development & XXXX</u>
Investment	$86,000/year	$55,000/year	$3,900 - $6,000/mo (10% off when paid annually)
Program	**Integrated Leadership Team Advisory** * Q2 Ignite Accelerator | Transformation Workshop * Q3/Q4 2027 | Strategy and Planning Workshop * Focused team sessions * Leadership meeting presence * 1:1 CEO/Founder Advisory * Coaching Group Cohort (2x mo)	**Lead10x: Leadership Team Acceleration** * Q2 Ignite Accelerator | Transformation Workshop OR * Q3/Q4 2027 | Strategy and Planning Workshop * 1:1 CEO/Founder Advisory * Founder's Table (Coaching Group Cohort) (2x mo)	**Strategic Advisor/ Fractional COO** Custom solutions including a combination of the following: * Leadership meetings * Strategic 1:1s * Strategy auditing and roadmap review * Quarterly focus setting and tracking monitoring

All partnerships are designed for designated level of integration and implementation, providing tangible ROI. Prorated programs available for two or three quarters (50/75%) based on start date. Pricing is good for founding members only in 2026 with a 3-year price lock. Future pricing for members beyond year one will be at increased rate.

Graham Peelle

Managing Principal, Endeavor Strategic (es10x), a Leadership Architecture Firm

An operations leader, with over 20 years of experience, including <u>expertise in scaling business organizations, operational turnarounds, and leading managed service delivery teams</u> across Europe, Asia, and North America, Graham has led teams consisting of 500 associates, 2500 contractors, responsible for $50M in annual revenue. Host of Flywheel Leadership (podcast), Writer for *Executive Summary | The Dynamic Leader* (newsletter), he has been published in Forbes, Senior Executive, and Wowledge.

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"You must never confuse faith that you will prevail in the end–which you can never afford to lose–with the discipline to confront the most brutal facts."

–Admiral James Stockdale