

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



Operating Partner | Leadership Advisor & Systems Implementation >>

Reducing the load on Founders/CEOs by building scalable, AI-forward leadership systems that actually work with your leadership team.

KEY INDICATORS

- ❖ **FOUNDER/CEO CHOKEPOINT** | Founder/CEO's sheer will and domain expertise become the weakness with each decision, idea, and execution, resulting in growth plateaus, inefficiencies, and lost focus.
 - ❖ **FOUNDER LAG** | The gap between who you are and who your company needs you to be. Lacking awareness, conviction, or operating with a narrow mindset.
 - ❖ **REACTIVE LEADERS** | Ineffective leadership team with inconsistent communication and alignment, working in silos, lacking scalability, adaptability, and ownership.
- ➔ **You aren't scaling; you're playing survival on the hamster wheel. You don't need more information, you need clarity and conviction.**

OUR MISSION

We are a Leadership Architecture Studio. We don't just advise; we re-engineer, and implement the leadership systems and structures required for the Founder/CEO reframe.

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

Growth | Stability | Freedom | Exit

Traditional Coaching	es10x Leadership Architecture
Focus on feeling, concepts, and theory	Focus on mindset, vision, systems & margins
Advisory-based (Talk)	Action, implementation-based (Design/Build)
Founder-centric	Team empowerment & aligned autonomy
Ongoing incrementalism	90-day sprints with focused outcomes

LEADERSHIP ARCHITECTURE FRAMEWORK

- ❖ **Growth** | Install leadership systems: Eliminate structural bottlenecks by creating scalable infrastructure driving execution. Unlocking revenue (30%+ YoY growth), margin, and efficiency by removing unnecessary distractions, gaps, and complexities stifling growth.
- ❖ **Stability** | Senior Leadership Team Transformation: Transform your senior leaders from task managers into strategic owners. Replace constant firefighting with autonomous decision-making, clear accountability, and execution that scales—so growth doesn't depend on you making every decision.
- ❖ **Exit** | Speed to Value: Visible shifts in leadership agency efficiency within 90 days; full operational transformation within 9-12 months. 10x SLT/ELT that owns its KPIs, allowing the CEO/Founder to focus on high-leverage visionary work.
- ❖ **Freedom** | Founder Scale—Visionary-High-Agency-Leader (VHAL): Decoupling company value from founder presence. Mitigate key-person risk by architecting a leadership model, freeing your focus on high-leverage moves where value creation shifts.

	Leadership Assessment Diagnostic (LAD)	Investment = \$4,800
BASELINE DEEP DIVE - Growth - Stability - Freedom - Exit	Immersive Diagnostic Experience <u>Entry point for Founders/CEOs ready to stop guessing, get focused, and start growing</u>	Full-day diagnostic engagement identifying gaps, opportunities, and action forward * Pre-Diagnostic Review, Research, & Prep * Full-Day Engagement including: - Attend leadership meeting or stand-up - CEO 1:1 & SLT/ELT 1:1 interviews - Vision, Objectives, KPI, & Metrics Analysis - 90-Day Priority Roadmap: Findings and insights highlighting opportunities and growth areas informing your DIY approach, or es10x “done with you” model

*LAD fee applies as credit towards any annual retainer engagement signed this year. Annual retainers at grahampeelle.com.

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

Graham Peelle | Managing Partner, Endeavor Strategic (es10x)

Operations Leader experienced with scaling business organizations, turnarounds, building teams, and leading managed service delivery teams consisting of 500 associates, with \$3-\$50MM in annual revenue, across Europe, Asia, and the Americas. Host/Writer of Flywheel Leadership (podcast/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