



HIGHER PEAKS COACHING

RISE BEYOND YOUR LIMITS

GROW YOURSELF

GROW YOUR BUSINESS

GROW YOUR INCOME

Unlocking Higher Levels of Success
for You and Your Business

With
Tony Bradshaw

MEET TONY BRADSHAW

For over two decades, I've worked at the intersection of business strategy, leadership, and financial transformation — helping business owners and entrepreneurs build companies and lives they're proud of.

As a senior executive with Dave Ramsey at Ramsey Solutions, I had a front-row seat to one of the most influential personal finance organizations in America. Working alongside Dave, I helped shape programs, strategies, and systems that reached millions of people. That experience sharpened my conviction that financial clarity and strong business fundamentals aren't just nice to have — they're the foundation everything else is built on.

Today, I channel that experience into my business coaching and mastermind group. I work with business owners and entrepreneurs who are ready to move beyond the grind and build something that truly performs — companies with the right strategy, the right leadership, and the right financial footing to scale and sustain.

AUTHOR

I'm also the author of three books — *The Millionaire Choice*, *31 Days to Get Money Smart*, and *Creating Millionaire Families* — each written to give everyday people a practical, no-nonsense roadmap to financial success and wealth-building.

PODCASTER

If you're looking for insight on the go, I host two podcasts: *The Millionaire Choice* and *Get Business Smart* — where I break down the principles, decisions, and strategies that separate thriving businesses and wealthy families from those that struggle.

FAMILY LEADER

Married for 28 years with 6 kids, I've learned that building a strong healthy family isn't easy. Struggles. Fights. Mistakes. But in the end, it's all worth it.

If you're a business owner who's ready to get serious about growth, profitability, long-term wealth, AND WINNING — let's connect.



**Let's
Connect**

HP BUSINESS CHECKUP

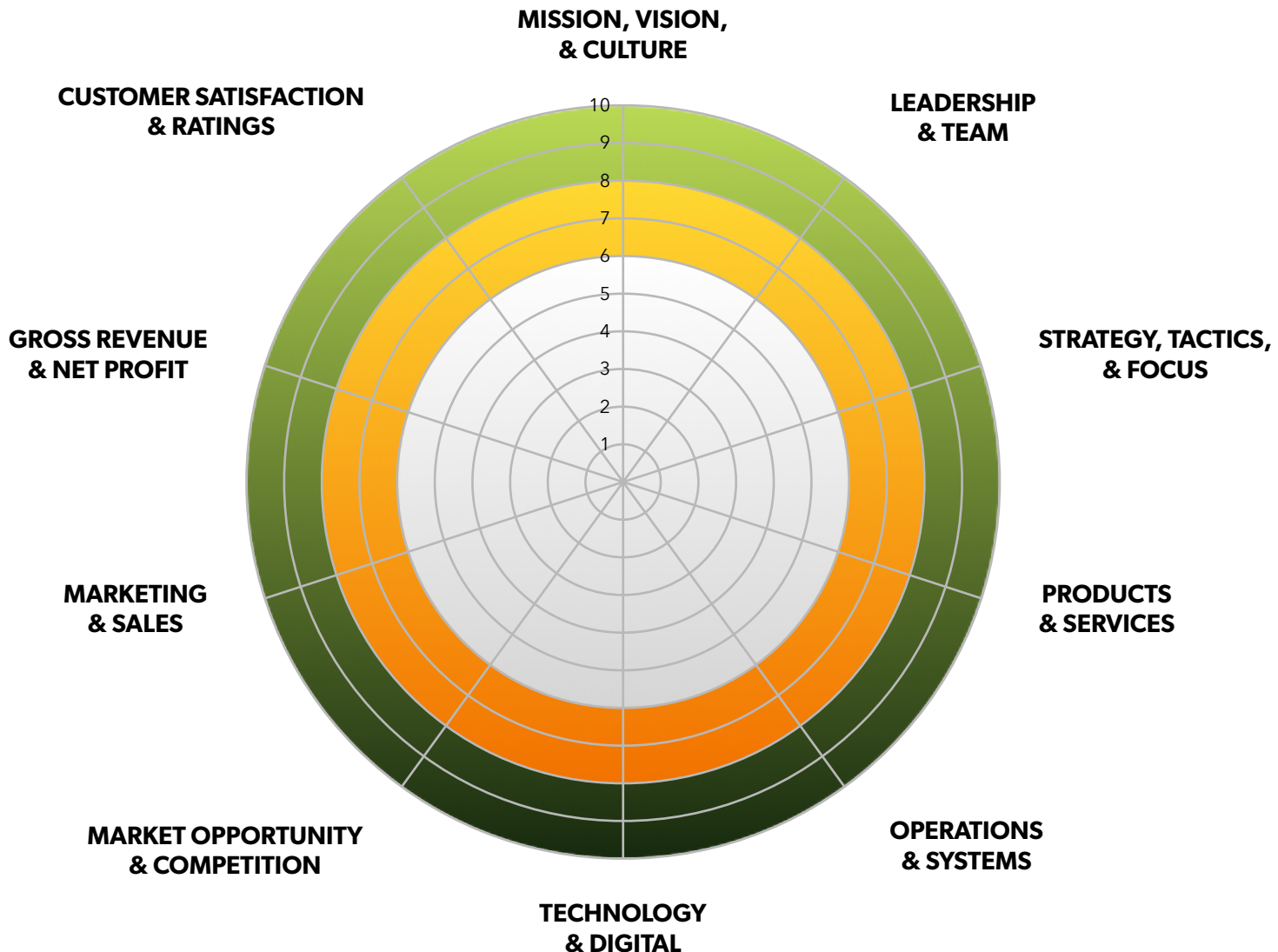
The **HP BUSINESS CHECKUP** is a tool we've developed to help you get a simple but effective high level overview of how your business is performing across multiple dimensions. Many business owners think if they are making money and turning a profit, they're doing well. Unfortunately, they are missing the full picture and leaving money and growth on the table.

A business is built from many parts. If any one part of the business is underperforming, it can have a serious impact on the whole. Likewise, if you can get your entire business functioning well in every dimension, then you can reap some serious rewards and growth.

For each area

- 1) Rate yourself this month from 1-10
- 2) Mark a dot on the line corresponding to your rating for each area
- 3) Connect each dot with a line

This exercise aims to help you visualize where you are doing well and what areas of your life need more attention to find balance.





BUSINESS CHECKUP REFLECTION

80 - 100 Nearing the summit!

60 - 79 Middle of your climb!

0 - 59 Start climbing!

On this page,

- 1) Total your scores for an overall **HP BUSINESS CHECKUP** rating and enter them in the score box provided.
- 2) Briefly explain why you rated yourself the way you did for the respective area.
- 3) List 1-3 things you need to start or stop doing to improve or maintain your score in this area

MISSION, VISION, & CULTURE

Explanation _____

3 Starts _____

3 Stops _____

LEADERSHIP & TEAM

Explanation _____

3 Starts _____

3 Stops _____

STRATEGY, TACTICS, & FOCUS

Explanation _____

3 Starts _____

3 Stops _____

PRODUCTS AND SERVICES

Explanation _____

3 Starts _____

3 Stops _____

OPERATIONS AND SYSTEMS

Explanation _____

3 Starts _____

3 Stops _____

TECHNOLOGY & DIGITAL

Explanation _____

3 Starts _____

3 Stops _____

MARKET OPPORTUNITY & COMPETITION

Explanation _____

3 Starts _____

3 Stops _____

MARKETING & SALES

Explanation _____

3 Starts _____

3 Stops _____

GROSS REVENUE & NET PROFIT

Explanation _____

3 Starts _____

3 Stops _____

CUSTOMER SATISFACTION & RATINGS

Explanation _____

3 Starts _____

3 Stops _____

UNDERSTANDING THE HP BUSINESS CHECKUP



While we could dissect a business into dozens of pieces, we've chosen these 10 mixed categories to simplify and help you get a high level look at your businesses individual performing parts. By assessing the separate areas of your business, you'll be ahead of 90%+ of the businesses in understanding how and where you need to focus your efforts.

MISSION, VISION, & CULTURE: We have a clear mission defining our purpose and goal. It's the reason we exist. Our vision describes what we'll accomplish. Is your vision clearly defined? Does your team know what it is? Our culture is built on our shared values, beliefs, and practice, all of which guide our behavior and actions.

LEADERSHIP & TEAM: Strong leadership is crucial to our success. We guide and direct our team towards our common goal. We're a group of dedicated individuals who work together towards our mission. A well performing team is critical to success. Are you hiring, training and developing the best team possible?

STRATEGY, TACTICS, & FOCUS: Do you have a well-defined strategy in place to achieve your goals? Our tactics are the specific actions we take to implement that strategy. They are the everyday activities that move us towards our vision and goals. We focus our time and efforts guided by the strategy and tactics we have defined.

PRODUCTS & SERVICES: A company's products are its lifeblood. Are your products or services positioned and performing well in the marketplace? How well are they meeting your customers needs and are you continuously improving them or developing new products to fill the needs of the marketplace? If you don't, someone else will.

OPERATIONS & SYSTEMS: You cannot scale without the right operations and systems in place. Efficient operations that minimize problems and maximize your ability to produce goods and services to serve the market.

TECHNOLOGY & DIGITAL: We stay ahead of the curve by utilizing the latest technologies and digital tools to enhance our operations, products, and services. This helps us stay competitive and meet the evolving needs of our customers. We understand the current state of our technology systems, we have a clear plan on what we need, and we're investing sufficiently.

MARKET OPPORTUNITY & COMPETITION: We understand the limitations and potential of our current market and assess our competition to stay current, adapt to market needs and trends, respond to potential threats, and fully leverage our opportunities.

MARKETING & SALES: We invest in effective marketing strategies to promote our goods and services and reach new customers. Our sales team is dedicated to helping our customers find the perfect solution for their needs. Both are performing well and achieving the results we want.

GROSS REVENUE & NET PROFIT: Our company is financially stable, thanks to our strong gross revenue and net profit. We strive to maintain a balance between growth and profitability.

CUSTOMER SATISFACTION & RATINGS: Our top priority is customer satisfaction, and we take great pride in the positive feedback and high ratings we receive. We continuously strive to improve and exceed our customer's expectations. We actively listen to our customers and the marketing place while tracking our performance.



GET BUSINESS SMART PODCAST

Get Business Smart with Tony Bradshaw is a podcast for business owners, leaders, and entrepreneurs who want to grow their business and build a meaningful, purpose-driven life.

I'm Tony-CEO, author, husband of 28 years, dad of six, and a guy who's spent more than 25 years helping companies, grow, scale, and build strong teams and strong revenue. I've lived the highs, the lows, the stress, the pivots, and the breakthroughs-and I know one thing for sure: business success means nothing if you lose your family, your faith, or your purpose along the way.

Every week, I sit down with real business owners, marketers, coaches, executives, and leaders who've been in the trenches. We talk about what actually works:

- ▶ Growing revenue and building systems
- ▶ Leading and developing your team for real impact
- ▶ Balancing life, family, and business
- ▶ What to do with all that money you're making to create generational wealth
- ▶ Keeping God at the center of it all and how to give your life, money, and business a mission and a purpose

This isn't hype. It's not theory. It's real-life business wisdom for people who want to win at business and win at life.

If you're ready to grow your business, strengthen your leadership, build wealth with purpose, and live out the calling God's put on your life...you're in the right place.

Hit play and let's get business smart-together

Listen to the Get Business Smart Podcast:

<https://podcasts.apple.com/us/podcast/get-business-smart-with-tony-bradshaw/id1854612703>



GROWTH AND DEVELOPMENT READING LIST

These are the foundational books we work through inside the Higher Peak Mastermind to accelerate your growth across every area of business and life. We believe in a 1% better strategy. If you and your team can become 1% better daily, then you, your family, and your business are destined for growth, success, and unparalleled fulfillment.

Real success is built on personal and professional development in every facet of your life. As a result, top CEOs, Leaders, and Income Earners spend their time and money on aggressive life and skills development efforts, with some top CEOs reading 52 books a year.

BUSINESS/LEADERSHIP

CMO's PERIODIC TABLE by Drew Neisser
THE LEAN STARTUP by Eric Ries
TRACTION by Gino Wickman
SCALING UP by Verne Harnesh
GOOD TO GREAT by Jim Collins
HOW THE MIGHTY FALL by Jim Collins
SILOS, POLITICS, AND TURF WARS by Patrick Lencioni
THE FIVE DYSFUNCTIONS OF A TEAM by Patrick Lencioni
PROFIT FIRST by Mike Michalowicz
EXPERT SECRETS by Russell Brunson

SELF/MARRIAGE/PARENTING/RELATIONSHIP/SPIRITUAL

QUEST FOR CHARACTER by John MacArthur
THE FIVE LOVE LANGUAGES by Gary Chapman
LOVE AND RESPECT by Dr. Emerson Eggerichs
HIS NEEDS HER NEEDS by Willard F. Jr. Harley
MEN ARE FROM MARS, WOMEN ARE FROM VENUS by John Gray, PhD
SEX BEGINS IN THE KITCHEN by Dr. Kevin Leman
UNDERSTANDING WOMEN by Alison A. Armstrong
THE VOICE OF THE HEART by Chip Dodd
CRAZY LOVE by Francis Chan
WILD AT HEART by John Eldridge

HABITS/PRODUCTIVITY

7 HABITS OF HIGHLY EFFECTIVE PEOPLE by Steven Covey
ATOMIC HABITS by James Clear
THE MIRACLE MORNING by Hal Elrod

PERSONAL FINANCE/WEALTH

RICH DAD POOR DAD by Robert Kiyosaki
MONEY GROWS ON TREES by Jeremy Newsome
AUTOMATIC MILLIONAIRE by David Bach
THE MILLIONAIRE CHOICE by Tony Bradshaw
DEATH OF MONEY by James Rickards
ROAD TO RUIN by James Rickards
THE CREATURE FROM JEKYLL ISLAND by G. Edward Griffin
THE WEALTH OF NATIONS by Adam Smith



HIGHER PEAK COACHING

RISE BEYOND YOUR LIMITS

Empowering business owners and leaders to reach higher peaks of success while finding balance and fulfillment in life, family, and relationships.



**BOOK A
STRATEGY
SESSION**

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