



**GROW YOURSELF
GROW YOUR BUSINESS
GROW YOUR INCOME**

Unlocking Higher Levels of Success
for You and Your Business

*With
Tony Bradshaw and Pete Strayer*



WELCOME TO THE MOUNTAIN!

We're excited to have you join our **HIGHER PEAK MASTERMIND**. The journey to success in life and business can be lonely, challenging, and sometimes disheartening. Our goal is to make your journey smoother, much more rewarding, enjoyable, and fulfilling.

The **HIGHER PEAK MASTERMIND and COACHING** is a month-to-month group. Your membership is not contractually obligated for any length of term. Pete and Tony believe the service value speaks for itself, and if the perceived value isn't there for you at any time, you are free to drop out of the group. If this occurs, we request at least two weeks notice and a courtesy exit interview.

Mastermind Membership Fee: \$2,500 per month

Your bill is invoiced on the first of each month, with payment due by the 15th.

HIGHER PEAK MASTERMIND LEADERS



TONY BRADSHAW

AUTHOR/SPEAKER/ENTREPRENEUR

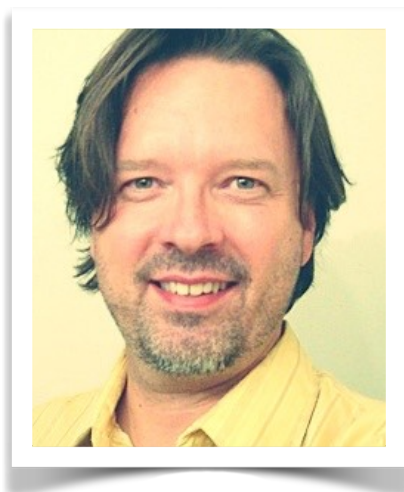
Tony built his career from the ground up. Educated as an engineer, he knows problem-solving and the importance of planning. He shifted to technology and digital business with the emergence of the internet. Since then, he's served as VP, CIO, COO, and CEO, leading and influencing the business growth efforts of nationally known brands.

Tony's knowledge and experience bring a wide range of business skills blending vision, strategic planning, technology, marketing, systems, and numbers with, arguably the most important, communications and team building.

EMAIL: Tony@tonybradshaw.com

CELL: 615.804.2392

CALENDAR APPT: <https://go.oncehub.com/Mastermind1on1Meeting>



PETE STRAYER

CMO and HIGH LEVEL MARKETING CONSULTANT

Peter Strayer is a communicator, entrepreneur, strategist, and marketing consultant. With over 25 years of experience, he has worked with iconic global brands and dynamic, cutting-edge start-ups.

His leadership experience combines unique acumen in a diversity of industries. Because of this, Pete brings an expansive pallet of strategic perspectives and insights to his coaching and consulting clients, ensuring the conditions for growth, personal development, and business success.

EMAIL: Peter@altavanainsights.com

CELL: 615.364.1516

CALENDAR APPT: <https://www.altavanainsights.com/appointments>



MASTERMIND AND 1on1 COACHING OVERVIEW

The **HIGHER PEAK MASTERMIND** group aspires to overcome the shortcomings of other traditional mastermind groups that a single leader facilitates. Instead, we've structured the **HIGHER PEAK MASTERMIND** to draw on the collective knowledge and experience of dual leaders allowing the group to bridge a broader depth of business disciplines, expertise, and life experiences.

Typical mastermind meetings meet monthly for an hour, focusing exclusively on business subjects. The **HIGHER PEAK MASTERMIND** is two hours and broadened to include business, leadership, life, personal development, and fulfillment topics to create a holistic approach to growth and success.

Lastly, the most glaring shortcoming found in traditional masterminds is the need for personalized coaching to help implement the knowledge and principles discussed in the group. Therefore, we've included two one-hour individual coaching sessions with the leaders.

MASTERMIND DETAILS

- ➔ Group meets monthly for two hours via Zoom — a recurring meeting date set by the group leaders.
- ➔ Each meeting is recorded and uploaded to the shared Google drive in case you miss the session or want to review the material at a later date.
- ➔ **1st Hour Personal Development**
 - Includes 30 min on one or more elements: Life Wheel Checkup, Time Management, Growth Habits
 - Includes 30 min on one or more elements: Strategy, Problem Solving, Numbers/KPIs Performance
- ➔ **2nd Hour Business and Leadership Development**
 - Includes a 15 min review of previous material as determined by the group leaders
 - Includes a 45 min presentation of business training material by one of the group leaders or guest

1on1 COACHING

- ➔ One hour of coaching and development with Pete Strayer.
 - During your coaching, you may include one additional "active" team member on the call/zoom.
 - **Primary Business Expertise:** Marketing, branding, growth strategies, leadership, communications
 - **Secondary Business Expertise:** business, operations, and QEHS (Quality, Environmental Health, and Safety)
 - **Life Expertise:** Married 23 years married, parenting (2 well-adjusted young adults), spiritual
- ➔ One hour of coaching and development with Tony Bradshaw
 - During your coaching, you may include one additional team member on the call/zoom.
 - **Primary Business Expertise:** vision, strategy, technology, online/digital business, products, systems, team building and development, personal branding, Board/Leadership team development
 - **Secondary Business Expertise:** Branding, digital marketing, content strategy & production
 - **Life Expertise:** married for 24 years and surviving mistakes, parenting (6 well-adjusted kids/young adults), spiritual, financial, and wealth planning

GROUP AND COACHING REQUIREMENTS

- ➔ Attend two out of three mastermind meetings per quarter. If absent, watch the recording.
- ➔ Complete **LIFE WHEEL TRACKER** monthly. Submit to Tony and Pete before the monthly meeting.
- ➔ Book monthly 1on1 coaching sessions at least two weeks in advance. (Preferred)
- ➔ Complete any assigned reading and tasks on schedule.

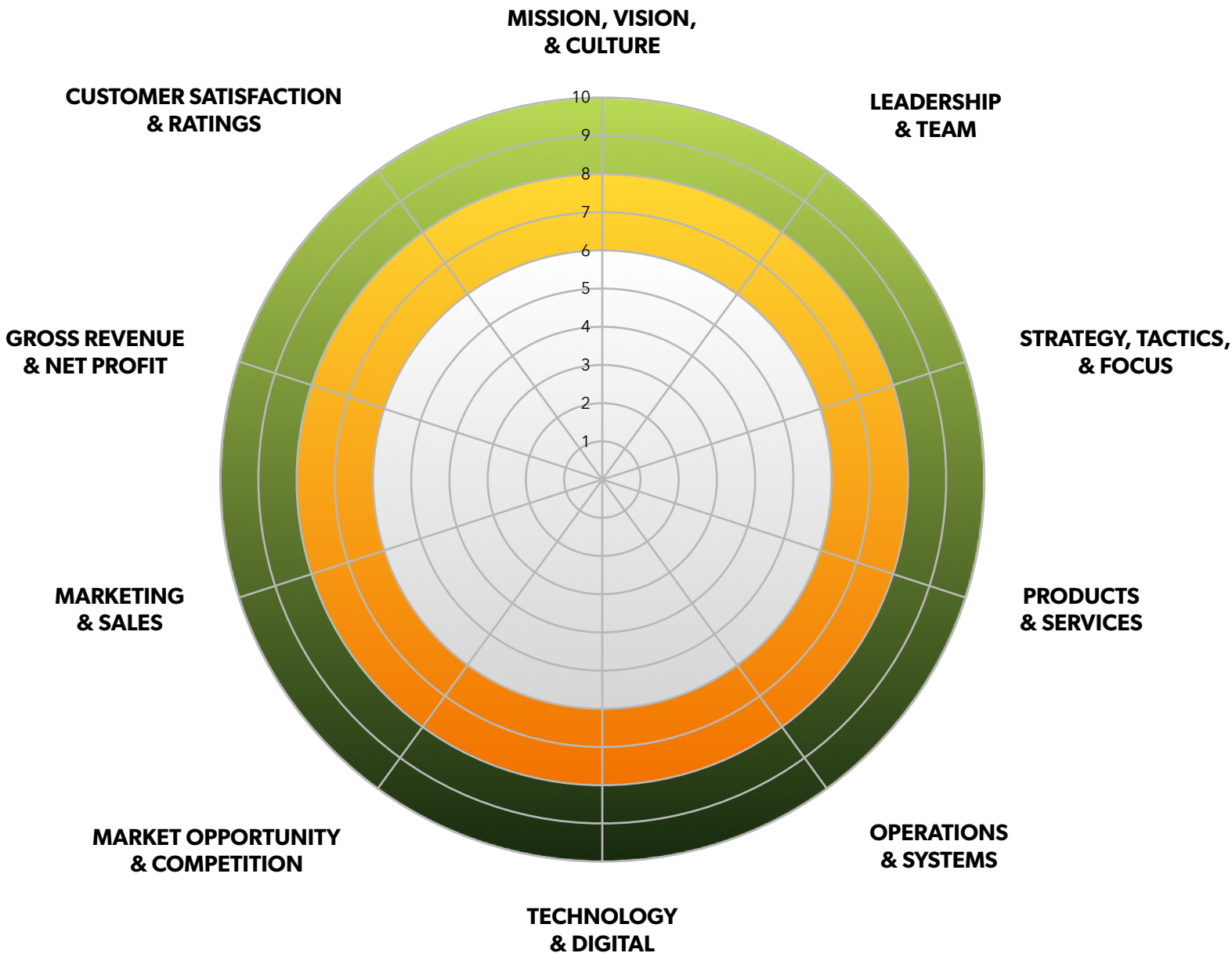
HP BUSINESS CHECKUP



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



On the following page,

- 1) Total your scores for an overall **HP BUSINESS CHECKUP** rating and enter them in the score box provided.



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.



BUSINESS CHECKUP REFLECTION

80 - 100 Nearing the summit!

60 - 79 Middle of your climb!

0 - 59 Start climbing!

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 _____
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MARKET OPPORTUNITY & COMPETITION

Explanation _____
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MARKETING & SALES

Explanation _____
3 Starts _____
3 Stops _____

GROSS REVENUE & NET PROFIT

Explanation _____
3 Starts _____
3 Stops _____

CUSTOMER SATISFACTION & RATINGS

Explanation _____
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3 Stops _____

HP LIFE CHECKUP



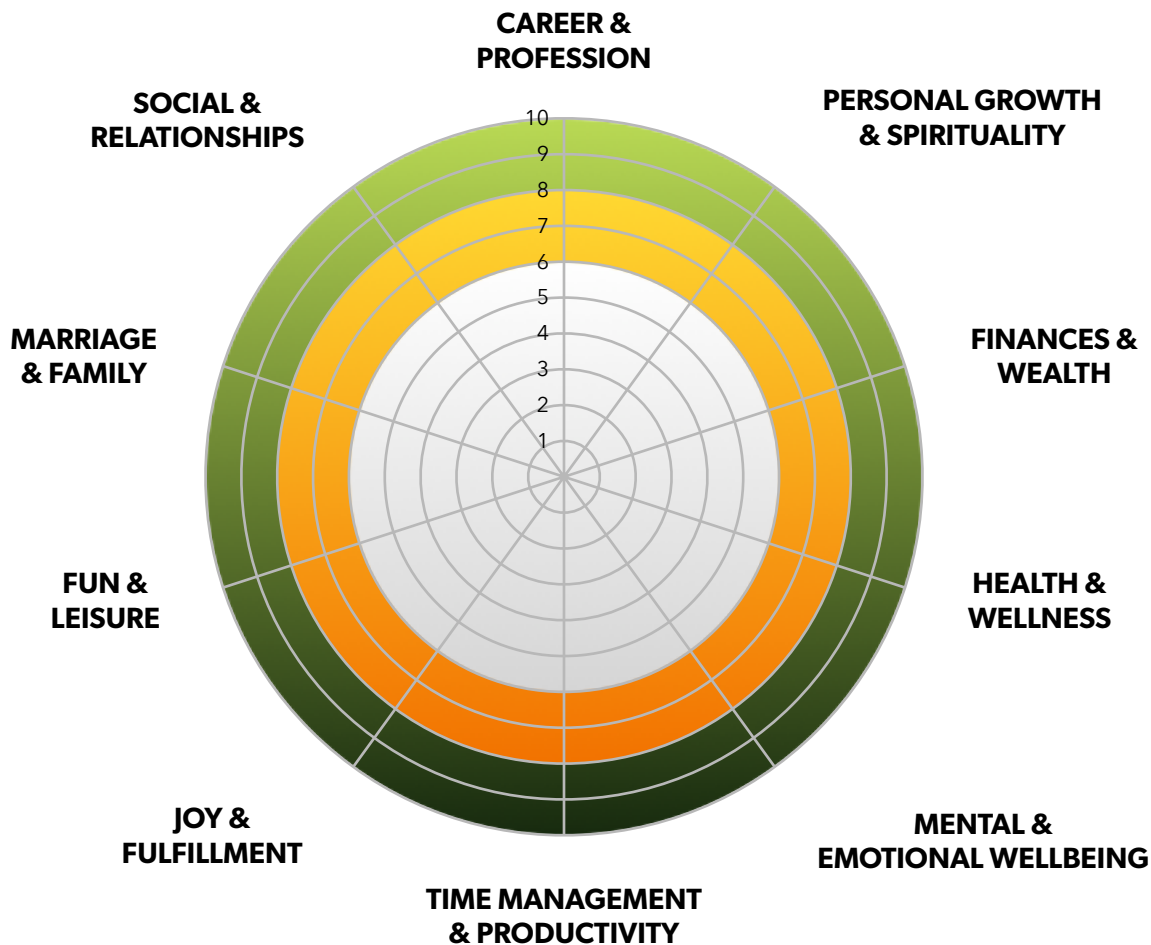
The **HP LIFE CHECKUP** is based on Zig Ziglar’s original Wheel of Life teaching of being a well-rounded person to find higher fulfillment and joy in life. Unfortunately, human behavior frequently causes us to focus on developing one area of our lives while neglecting others which inevitably causes a meltdown in one or more areas.

We’ve modified the traditional Life Wheel to add dimensions we feel are overlooked but very important to your overall success and fulfillment in life.

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.



On the following page,

- 1) Total your scores for an overall **HP LIFE 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 doing to improve or maintain your score in this area.
- 4) List 1-3 things you need to stop doing that may be causing you not to win in this area.

UNDERSTANDING THE LIFE WHEEL



CAREER & PROFESSION: Career and profession refer to one's chosen field of work and the steps taken to advance in it. It is an essential part of achieving balance and success in life, as a fulfilling and successful career can bring a sense of purpose and satisfaction.

PERSONAL GROWTH & SPIRITUALITY: Personal growth and spirituality refer to the process of developing oneself and one's understanding of the world and one's place in it. Taking time for personal growth and spiritual development can help you find a deeper sense of meaning and inner peace, which is essential for overall well-being.

FINANCES AND WEALTH: Finances and wealth refer to managing one's money and assets in order to achieve financial stability and prosperity. Having a good financial plan and managing your wealth can bring a sense of security and peace of mind.

HEALTH AND WELLNESS: Health and wellness refer to maintaining physical and mental well-being through healthy habits and practices. Taking care of your physical health is crucial for overall well-being and a balanced life.

MENTAL AND EMOTIONAL WELL BEING: Mental and emotional well-being refer to the state of being emotionally and mentally healthy and balanced. Taking care of your emotional and mental health through self-care practices, therapy, and positive relationships is essential for overall well-being and a balanced life.

Time management & productivity: Time management and productivity refer to the efficient use of time in order to accomplish goals and tasks. It can help you to achieve your goals and balance your personal and professional life.

TIME MANAGEMENT AND PRODUCTIVITY: One of the most important areas of your life is time management. We're all born with the same amount of hours in a day and days in a year. It's what we do with that time that largely determines where we end up and what we accomplish in life. How we leverage our time is what allows us to be more or less productive. Are we distracted or wasting time on unimportant things? Too much leisure time? Are we putting enough of our time into the things that return value to us?

JOY AND FULFILLMENT: Joy and fulfillment refer to a sense of satisfaction and contentment with one's life and experiences. Finding joy and fulfillment in life can bring a sense of purpose and satisfaction, leading to a more balanced and fulfilled life.

FUN AND LEISURE: Fun and leisure refer to activities and pursuits that are enjoyable and not work-related. Taking time for leisure activities and having fun can bring a sense of balance and relaxation to our lives.

Marriage & family: Marriage and family refer to the relationships and dynamics within a marriage and family unit. Strong and healthy relationships with our family and loved ones can bring a sense of security and support, leading to a more balanced and fulfilling life.

MARRIAGE AND FAMILY: What's more important than business? Your marriage and family relationships. Maintaining a healthy marriage and thriving family are tough enough on their own, but mixed it with business ownership and leadership responsibilities can multiply the difficulty several fold. Do you have a healthy balance?

SOCIAL AND RELATIONSHIPS: Social and relationships refer to the connections and interactions one has with others in their personal and professional life. Building and maintaining positive relationships with friends, family, and colleagues can bring a sense of connection and support, leading to a more balanced and fulfilling life.



LIFE CHECKUP REFLECTION

80 - 100 Nearing the summit!

60 - 79 Middle of your climb!

0 - 59 Start climbing!

CAREER & PROFESSION

Explanation _____
3 Starts _____
3 Stops _____

PERSONAL GROWTH & SPIRITUALITY

Explanation _____
3 Starts _____
3 Stops _____

FINANCES & WEALTH

Explanation _____
3 Starts _____
3 Stops _____

HEALTH & WELLNESS

Explanation _____
3 Starts _____
3 Stops _____

MENTAL & EMOTIONAL WELL BEING

Explanation _____
3 Starts _____
3 Stops _____

TIME MANAGEMENT & PRODUCTIVITY

Explanation _____
3 Starts _____
3 Stops _____

JOY & FULFILLMENT

Explanation _____
3 Starts _____
3 Stops _____

FUN & LEISURE

Explanation _____
3 Starts _____
3 Stops _____

MARRIAGE & FAMILY

Explanation _____
3 Starts _____
3 Stops _____

SOCIAL & RELATIONSHIPS

Explanation _____
3 Starts _____
3 Stops _____



READING AND DEVELOPMENT LIST

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.

Throughout your participation in the **HIGHER PEAK MASTERMIND**, we'll go through several books and teachings on life, business, and leadership to help accelerate your growth. 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.

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

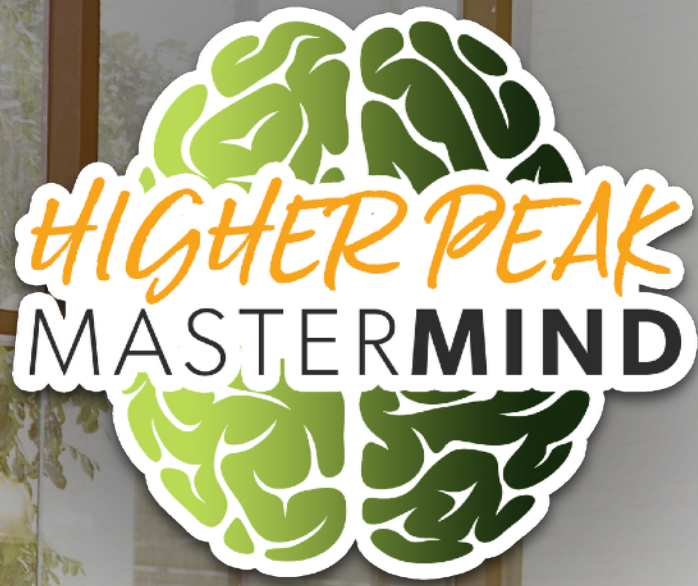
QUEST FOR CHARACTER by John MacArthur
THE FIVE LOVE LANGUAGES by Gary Chapman
LOVE AND RESPECT by Dr. Emerson Eggerichs
HIS NEEDS HER NEEDS by Willard F. Jr. Harley
MEN ARE FROM MARS, WOMEN ARE FROM VENUS by John Gray, PhD
SEX BEGINS IN THE KITCHEN by Dr. Kevin Leman
UNDERSTANDING WOMEN by Alison A. 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 WALTH OF NATIONS by Adam Smith



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