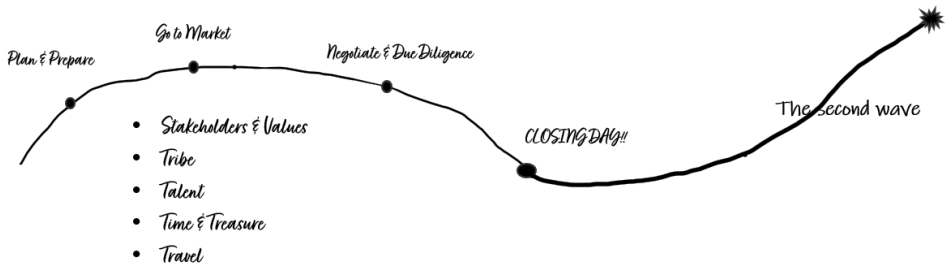
THE SECOND WAVE PROCESS, EXPLAINED

Whether this book was given to you by someone who cares about your future, or you picked it up on your own, the fact that you are holding it suggests you are at the starting point of a fantastic new journey - a journey I call the second wave of your life.

Once you have first begun thinking about exiting your current company, you are beginning what I call the "Second Wave process." This name evolved from the realization that while there is a fairly standard process one would use to exit a business; there is also a parallel process I lead clients on to help them prepare for the uniquely personal element of the change coming to their life. It looks like this:



Though you are beginning this journey now, my objective is to help you not *stay* where you are. It is important not to get bogged down by details or overthinking, and to begin acting on the ideas you have already and are about to develop. This is what will help you move forward.

As I have said, life is about change. Today, whether you feel great, poor or somewhere in between where you are, the only certain thing is that your life won't stay the same as it moves forward. The great news is that you already have the ability to envision and intentionally move toward what is next – the objective here is simply to draw that out of you.

The Second Wave Process™ that you are about to undertake is a specially designed method to intentionally cast a vision for how you will use your

407944-F1_SecondWave_Text.indd 49 8/19/25 11:47 AM

unique skills and gifts in the next coming season. Through these pages, you will work through tools to understand and create how best to leverage your unique drive that and skill set in the season of life after you exit this business.

The hope is that you will use these tools to help you embrace moving into this new stage of life. The steps in the Second Wave Process™ are designed to help you open your mind to a new vision and thoughts that you're often not able to consider when you're deep in the weeds, focused on leading a company day to day.

In the next four chapters you are going to create a vision and plan for how you are going to leverage your core values to then invest your *time, talent, and treasure* going forward while simultaneously investing in your *Tribe*. This is about moving beyond who you are right here and right now and actively owning the future that you have worked hard to create for yourself and those you love.

I'll begin by providing an overview of the Second Wave Process™ and each of the steps and then provide space for you to do the work that leads to a satisfactory conclusion.

Perhaps you've heard of these concepts before, in a variety of terms, but as an entrepreneur, the way you need to process them as you exit your business and begin the second wave of life is different.

Your Values, Talent, Tribe, Time and Treasure are the critical elements to developing and evolving your purpose beyond just being a business owner. The way you define each of these things will evolve.

Your time has likely been greatly defined by your work schedule. Your talent has been defined by or focused on your contributions to your company. Your treasure has been defined by your salary, retirement nest-egg, and your company's bottom line. Your tribe has been defined many ways, however, often with work relationships getting the majority of your social capital.

407944-F1_SecondWave_Text.indd 50 8/19/25 11:47 AM

This is all about to evolve. As a business owner with a desire to achieve a full, fun, and impactful season of life after your exit, you must think through each of these buckets through a new and very unique lens. The lens is that of a person who is incredibly driven, on the cusp of a new season in life, has experienced great success, and still sees the opportunity for "more" in a life that is not only not over – it's just taking off!

"You can't go back and change the beginning, but you can start where you are and change the ending." – C.S. Lewis

Word to the wise: To realize the best possible outcome using this process, you're going to need to create some peace and quiet in your head and soul. Each Reader will need to consider and find that place where you can do the best work. For some, that is a quiet room in a Library with your phone off. For others, it is a table in a coffee shop where there is comfortable background noise. We're all different, and sometimes it takes a few repetitions of getting into an atmosphere where you can think clearly to start to gain some momentum. The bottom line is that you should not be caught off guard if the purpose of your second wave of life doesn't just fall into your lap and onto the paper after ten minutes of thinking. Sometimes you need to plant some seeds and let them grow over time. Water these seeds with quiet time spent in thought and conversations with those you love, trust, and respect.

Timeline for completing the Second Wave tools: Because the journey and the process is unique to each of us, there's no right or wrong answer to the questions the process poses. Working through this journey could take anywhere from two days to two months. I've seen that getting the right answers depends a lot on how you are wired and think. While there is no right or wrong, if you want the most meaningful benefit, *you will need to dig in and do the work.*

407944-F1_SecondWave_Text.indd 51 8/19/25 11:47 AM

"When setting out on a journey do not seek advice from someone who never left home." – Rumi

Like many things you have experienced as a business owner and leader, don't be surprised when your non-business owner friends or Family can't give you help on this. The good news is there are people who can, and I will introduce you to them at the end of the book. Please be aware that as you ask yourself these hard questions, you are not alone – not the only one in the process of doing this. There are other thousands of business owners who have walked this path and found purpose on the other side of their business leadership exit, and many who are doing it right now.

At the completion of the process, you will have defined where your core Values are and how that impacts how you invest your unique *Talents*, with what *Tribe*, using how much of your available *Time* and what part of your *Treasure*.

407944-F1_SecondWave_Text.indd 52 8/19/25 11:47 AM