

PARTNERSHIP *Gallery*

The Exit Planning Institute (EPI) and InitiativeOne have formed a powerful partnership centered on transformative leadership and organizational clarity. At the heart of this collaboration is Dr. Fred Johnson, whose influence has been instrumental in reshaping how EPI leads and grows.

Through InitiativeOne's Leadership Transformation process, Dr. Fred Johnson challenged EPI's team to lead with vulnerability, purpose, and courage. "Fred taught me early on, 'It ain't about your mamma,'" recalls EPI President Scott Snider. "He pushed me to stop avoiding conflict and put the hard issues on the table. That changed the way I lead."

Under this guidance, EPI's culture shifted, creating space for open dialogue, strategic alignment, and deep trust. These changes didn't just impact the team - they transformed the business. EPI has grown to over \$15 million in annual revenue and the momentum continues.

This growth reflects more than numbers; it represents the power of courageous leadership and an aligned team. Together, InitiativeOne and EPI are redefining high-performance leadership, building a culture that empowers people, drives results, and sustains long-term impact.

Exit Planning Institute's Mission Is To **CREATE SIGNIFICANT COMPANIES.**

A significant company is valuable, transferable, ready, and attractive at any time. It operates efficiently, with engaged employees, a strong culture, and high self-awareness in both operations and customer interactions. The business owner's personal, financial, and business goals are aligned, ensuring seamless integration. Additionally, the Value Acceleration Methodology™ is consistently incorporated into daily operations and decision-making.

OUR CORE VALUES



**PUT IT ON
THE TABLE**
We believe in open, honest communication and addressing all topics directly to build trust.



CREATIVITY
We provide the freedom to problem solve, innovate, and encourage risk-taking and curiosity to drive progress.



WORK-LIFE BALANCE
We prioritize quality of life and strong relationships, balancing work with a fulfilling personal life.



MAKE IT COUNT
We believe that hard work got us here and hard work will get us to the next milestone. Giving 100% effort is critical to the team's success.



COLLABORATION
We support and listen to each other to truly understand and work together effectively.



**PURPOSEFUL
GROWTH**
We commit to continuous learning and development to achieve both professional and personal growth.



**ACCOUNTABILITY
WITH AUTHORITY**
We empower our team to take responsibility, learn from mistakes, and make decisions independently.