



BRAD TWYNHAM

FAQS

THE EXPONENTIAL ADVISOR COACHING PROGRAM



FAQ: EXPONENTIAL ADVISOR COACHING PROGRAM

1. WHAT IS THE EXPONENTIAL ADVISOR COACHING PROGRAM?

The Exponential Advisor Coaching Program is a 6-week intensive for CEOs of small to medium enterprises (\$12M–\$250M revenue), which is followed by a peer driven, facilitated technology advisory board. It equips you with an AI strategy, a 10x growth project, and a facilitated peer advisory board to drive AI and exponential technology powered innovation,

2. WHO IS THIS PROGRAM FOR?

It's designed for CEOs of businesses with \$12M–\$250M in annual revenue who want to leverage AI for exponential growth but lack the budget for expensive consultants or advisory boards. Ideal for leaders ready to embrace disruptive innovation.

3. WHAT ARE THE KEY OUTCOMES OF THE 6-WEEK PROGRAM?

In 6 weeks, you'll:

- Understand disruptive innovation and how to integrate AI into your business.
- Develop a tailored AI strategy and a 10x growth project as your first AI initiative.
- Form a peer advisory board with your cohort for ongoing strategic support.

4. WHAT HAPPENS AFTER THE 6 WEEKS?

Post-program, your cohort becomes your peer advisory board for a rolling 12-month commitment. I'll facilitate:

- Monthly 90-minute Zoom advisory board meetings to discuss AI strategy and challenges.
- Access to online learning resources, AI tools, and tutorials.
- Exclusive workshops and gatherings throughout the year.

Contact Brad to enquire about his availability

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5. HOW IS THE 6-WEEK PROGRAM STRUCTURED?

The program includes:

- Weekly Live Coaching: 90-minute Zoom sessions with Brad Twynham, featuring discussions, exercises, and Q&A.
- Asynchronous Learning: Videos, readings, and resources on disruptive innovation and AI, hosted on a platform (e.g., Thinkific).
- 10x Growth Project: Use Generative AI (e.g., ChatGPT, Grok) and a canvas to ideate, validate, and build a business case for an AI-driven project.

6. WHEN DOES THE PROGRAM START, AND HOW LONG IS IT?

The next cohort starts , October 2025, for 6 weeks. The peer advisory board continues for 12 months, renewable annually.

7. HOW MUCH DOES THE PROGRAM COST?

The 6-week program costs \$2,800 + GST. The 12-month advisory board commitment is \$1200 + GST paid annually in advance. Each cohort is limited to ten CEO's and this is never to be repeated foundation pricing.

8. WHAT IS THE 10X GROWTH PROJECT?

You'll develop an AI-driven project with 10x growth potential using a structured canvas. The project involves defining a problem, ideating solutions with Generative AI, validating them, and creating a business case with budget and ROI projections, culminating in a cohort pitch.

9. DO I NEED AI EXPERIENCE TO JOIN?

No AI experience is required. The program provides tutorials and prompts for using Generative AI tools like ChatGPT or Grok. Support is available via live sessions and resources.

10. WHAT IS THE PEER ADVISORY BOARD, AND HOW DOES IT WORK?

Your cohort becomes your advisory board after the 6 weeks. I facilitate monthly 90-minute Zoom meetings to discuss AI strategy, project progress, and business challenges. This peer-driven model offers diverse perspectives at a fraction of traditional advisory board costs.



11. WHAT ARE THE ONLINE LEARNING COMPONENTS?

You'll have continuous access to a platform with videos, case studies, AI tool guides, and tutorials. These resources support your AI strategy and project development during and after the 6 weeks.

12. WHAT ARE THE WORKSHOPS AND GATHERINGS?

Throughout the 12-month commitment, you'll attend exclusive events, including virtual workshops on advanced AI topics and in-person gatherings (where feasible) for networking and strategy refinement. Details provided post-registration.

13. HOW MUCH TIME IS REQUIRED EACH WEEK DURING THE 6 WEEKS?

Expect 4 hours per week:

- 90-minute live coaching session.
- 2–3 hours for asynchronous learning (videos, readings, exercises).
- 2–3 hours for the 10x Growth Project (e.g., canvas work, AI research).

14. WHAT IS THE TIME COMMITMENT FOR THE ADVISORY BOARD?

Post-program, the advisory board requires 2–3 hours per month:

- 90-minute monthly Zoom meeting.
- Optional engagement with online resources and peer discussions.

15. WHAT IF I MISS A LIVE COACHING OR ADVISORY BOARD SESSION?

Live sessions are recorded and available on the program platform. You can submit questions in advance or engage via discussion forums to stay connected. You can also nominate an AI champion from your team to attend if you are not available.



16. IS THE PROGRAM SUITABLE FOR CEOS OUTSIDE AUSTRALIA?

Yes, it's global. Live sessions accommodate multiple time zones, and asynchronous content is accessible 24/7. AI strategies are tailored to your industry and region.

17. HOW IS THE PROGRAM DELIVERED?

The 6-week program uses Zoom for live coaching and a platform (e.g., Thinkific) for asynchronous content. The advisory board operates via Zoom and a community platform (e.g., Circle) for ongoing collaboration.

18. WHAT SUPPORT IS PROVIDED?

You'll receive:

- Personalised feedback from Brad Twynham during live sessions.
- Peer insights from your cohort/advisory board.
- Technical guidance on AI tools via tutorials and Q&A.
- Continuous access to online resources.

19. CAN I JOIN THE ADVISORY BOARD WITHOUT THE 8-WEEK PROGRAM?

No, the advisory board is exclusive to program graduates to ensure shared knowledge and alignment with the AI strategy framework.

20. HOW DO I REGISTER?

Complete the registration form [here](#) and submit payment [here](#) for the 6-week program. Limited spots for the October 2025 Cohort.

21. HOW WILL I MEASURE SUCCESS?

Success includes:

- A tailored AI strategy and validated 10x growth project.
- Ongoing advisory board support for AI implementation.
- Feedback surveys to assess strategy adoption and business impact.



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