

Executive Roots Group

A modern peer group for business leaders

Grow your business. Build a fuller life.

A confidential executive peer forum for leaders who want stronger businesses, meaningful relationships and a life that works beyond the office.

The group embraces advanced technology to enhance communication and decision-making within the group and supports accelerated technological adaptation outside the group.

Launching in the first quarter of 2027



Business growth

Bring real decisions to experienced peers. Build a clearer strategy and follow through on what matters.

Personal growth

Give your relationships, well-being and interests the same attention you give your work.

Meaningful connection

Develop trusted relationships with leaders who listen, challenge your thinking and hold you accountable.

Led by Dan Bruder, AI technology entrepreneur and former Fortune 500 leader.
15 years of experience leading executive peer groups.

Explore the new group:

Dan.Bruder@Blendification.com
www.danbruder.net

Blendification

Growth for your business. Room for the rest of your life.

What to expect

Monthly peer group meetings

Bring real business decisions to a confidential forum. Gain fresh perspectives, challenge assumptions and follow through with accountability.

Business Strategy and Personal Planning

Use the Strategy Whiteboard and Personal Whiteboard to set clear goals, focus your priorities and build actionable plans for your business and yourself.

Strategy Whiteboard For company growth



Connect culture, strategy and execution.
Set priorities, assign ownership and review progress.
The basis for Dan's book, *The Blendification System*.

One-to-one coaching

Work through your priorities with guidance tailored to your business and personal goals.

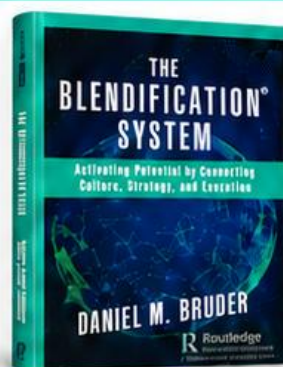
Longevity and Health

Explore habits that support energy, well-being and long-term health, helping you stay active and engaged in work and life.

Personal Whiteboard For personal growth



Clarify what matters across work, wellness, relationships and interests. Turn those priorities into goals and supportive habits.



Led by Dan Bruder

15 years leading executive peer groups

Dan is co-founder and chairman of Blendification, author of *The Blendification System*, and creator of the Strategy Whiteboard and Personal Whiteboard. His executive experience spans hospitality, real estate and banking.

TEDx

225,000+ views

Dan's talk on Blendification

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A Deeper Look Inside the Executive Roots Group Meeting

Connection first. Three focused working blocks.
Technology supporting better decisions and accelerated growth.



Member connection

Reconnect, share what has changed and bring your priorities into the room.



Strategic focus

Company direction and goals

Use the Strategy Whiteboard to test assumptions, review progress and sharpen priorities across customers, products, operations and people.

Leave with clearer direction.



Leadership growth

Personal growth and employee focus

Use the Personal Whiteboard to connect your goals with how you lead. Explore trust, confidence and humility, energy and habits, and their effect on your team.

Leave with a specific way to grow.



Work the real issue

Member challenges and decisions

Bring a live issue, challenge or opportunity. Peers ask questions, share experience and help you weigh options. Define the next step, who owns it and how you will follow through.

Leave with a decision or a next step.



Close with commitments

Confirm actions, ownership and what to revisit at the next meeting.

Technology supports every block

Human perspective, strengthened by better information.



Listen more deeply

Gather employee and customer perspectives through AI-assisted conversations.



Connect the evidence

Bring member input and business data together to reveal patterns and sharpen questions.



Make better decisions

Work through issues with better information, clearer options and stronger commitment to action.

Apply what you learn beyond the forum as technology evolves.

The Blendification philosophy connects company success with personal growth. The agenda adapts to member needs.



[Blendification Ethos](#)



[What is Blendification](#)



[Dan's TEDx talk](#)

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