



# Lee Brower

Lee Brower helps others maximize their wealth and their wisdom.

Lee is committed to leaving a positive legacy — in his work, his coaching, and his personal life.

With over 30 years' experience in the business of helping families preserve their wealth, and a growing international reputation as an engaging coach, author, and speaker, Lee finds that coaching entrepreneurs offers him yet another rewarding platform for contributing to the way others evaluate their lives and shape their futures.

Lee's entrepreneurial career began in estate planning when he was hired, fresh out of college, by a large firm in Los Angeles. "I literally fell in love with it. My mentor had clients that included ex-presidents and movie stars, and I was a fly on the wall. I couldn't believe where I was. My individual practice continued to grow, and I had a number of clients who were very affluent. I felt very good about the work I was doing and confident about who I was."

This initial success led him to start several other businesses, but he gradually found himself spending less time doing what he loved, and growing more distracted and overwhelmed. "This was around the time I stumbled upon Strategic Coach®, so the timing was perfect."

Lee also found himself facing some inescapable realities about his industry: Disputes over estates often tear families apart, and in 97 percent of cases, the family's wealth is completely dissipated by the third generation.



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“As an industry, from my point of view, we’d failed, and for that to be my legacy was extremely disturbing,” Lee says. “So I wanted to change my life, but didn’t know what direction to take. This is what you know best, what’s paying the bills, what you’re known for. After almost 20 years, how do you just *change*?”

Strategic Coach became the framework he used to make that change and, ultimately, it led to creating a new model for his industry. (Lee is featured in the Strategic Coach publications *Creative Destruction* and *Unique Process Advisors*.) “The concepts taught at Strategic Coach have provided a phenomenal context for thinking through how to restructure and build a business,” says Lee.

Since starting in the Strategic Coach® Program, he’s evolved a process he calls The Brower Quadrant\*, which is a system for perpetuating a family’s wealth — not just money, but what Lee calls “true wealth”: all the skills and values that created the money in the first place.

He explains with a golf analogy: “Would you rather have Tiger Woods’s trophies and clubs, or his swing and course knowledge? The traditional estate plan divides up all the clubs and the trophies, and the kids fight over who gets the driver and who gets the putter. Then they’re out trying to play the game of life, and they start to fail. We’re all about passing on the swing and the knowledge: How do you capture that and pass it on?” This approach applies whether he’s working with families, celebrities, professional athletes, businesses, or philanthropic organizations.

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This new business structure has transformed both his organization and his family life at home in Utah. Where once he would take a cell phone on vacation, saying to his children “just one more call,” now Lee and his children plan their free time together in advance. “I knew we were successful when one of my kids answered the phone and said, ‘Dad can’t come to the phone ‘cause it’s a Free Day™.’ It completely changed our relationship.” He now considers his family his proudest achievement.

Lee is a firm believer in the power of gratitude, which is evident in his attitude toward his coaching clients: “The real benefit I enjoy from this,” he says, “is experiencing the participants’ growth with them, being able to get to know some amazing, incredible people who are outstanding achievers, and to learn from them.” His ideas on gratitude are spreading far and wide. In 2006, he was featured in the movie *The Secret*, and recently he was invited by the editor of the Venezuelan newspaper *El Nacional* to address a panel of the country’s political leaders.

“If you’d told me five years ago that the president of the largest newspaper in Venezuela would pay for me to come there and speak to these people on leadership, I would have said, ‘Are you kidding me?’ But the Brower Quadrant Theory systems we’ve developed are getting known now, partly because of *The Secret* and partly because of some other things that, had I not had the Coach experience, I probably would not have been recognized for or affiliated with. Coach opened that door.”

Like many successful entrepreneurs, influential leaders often find themselves isolated: They don’t have anyone they can turn to for direction, and Lee feels it’s important for them to have a space and the tools to ask questions about the future. “When you ask different questions,” Lee says, “you get different answers, and when you get different answers, you get different results.”

When Lee looks to the future, he sees no separation between his business work and his personal calling. “I’m passionate about the opportunity to continue to affect lives and make a difference. Albert Szent-Györgyi, who was a Nobel Laureate said, ‘Discovery consists of seeing what everybody has seen and thinking what nobody has thought.’ I think that’s one of the characteristics of Strategic Coach, and I think it’s characteristic of what we’re doing. When you capture your experiences and share them so they have a life of their own, they can outlive you if you do it properly.”

**For information about Lee Brower’s upcoming workshops, see: <http://www.strategiccoach.com/workshops/upcoming>**