



## BEFORE YOU DECIDE

# The Gift That Doesn't Get Returned

You've spent eighteen years preparing your child for this moment — the tuition, the early mornings, the practices and applications and hard conversations. Here is what nobody tells you: **the diploma prepares them academically. It does not prepare them mentally.**

Your son or daughter is about to walk into a room where the rules were never explained to them. This program explains the rules. What follows is who I am, what I'm offering, and exactly what it costs.

## 01 — WHY I BUILT THIS

### I looked unstoppable. I was falling apart.

I graduated from The Citadel in 1997 and walked straight into cybersecurity during one of the most explosive stretches in tech history. By 24, I was a millionaire. For the next 27 years I chased the next promotion, the next quota, and every other external marker corporate culture hands you as proof that you matter.

The higher I climbed, the less I recognized myself. I got very good at wearing what I now call the Superman cape — composed, capable, crushing it in every meeting, while privately dealing with depression, burnout, and a body that was breaking down. I believed asking for help was the one thing a leader could never do. Eventually the pressure caught up with me and I lost nearly everything.

What I found underneath the burnout was the real problem: **I had lost my identity.** Rebuilding took what Ironman racing takes — a plan, daily reps, and people who wouldn't let me quit. I've since finished ten Ironman races and beaten Stage 3 prostate cancer. I earned my MBA from The Citadel's Baker School of Business, and I'm completing my Master's in Clinical Mental Health Counseling at Liberty University — because I wanted real clinical training behind the lived experience before I ever coached anyone through theirs.



KENNY STODDART  
FOUNDER & CEO

**10×**

IRONMAN  
FINISHER

**27 yrs**

EXECUTIVE  
LEADERSHIP

**Stage 3**

CANCER  
SURVIVOR

**MA-CMHC**

CLINICAL MENTAL HEALTH  
COUNSELING · LIBERTY '26

**Citadel**

BSBA '97  
MBA '24

*"I'm trying to reach your son or daughter 25 years earlier than anyone reached me."*

KENNY STODDART · TOP 100 MOST INFLUENTIAL ENTREPRENEURS, 2025

## 02 — THE GAP I'M FILLING

### The transition out of college is the most under-supported moment in a person's life.

They go from a structure that tells them exactly what to do — schedule, team, coach, syllabus, scoreboard — to an environment with none of it, where standards are invisible, feedback is rare, and everyone appears to have it handled. That gap is where imposter syndrome, anxiety, isolation, and quiet burnout take root. Not at 45. At 23.

I built IronMind for high performers who look fine on the outside and are privately struggling. That describes a lot of executives. It also describes a lot of 22-year-olds who would never say it out loud — including, quite possibly, yours.

## What it costs, and why it costs that.

# \$2,500

CONCIERGE COACHING

THREE MONTHS OF

Optional thereafter

**\$250 / month**

Community membership

I went through more versions of this number than I can count. Let me be straight with you: **this is not a financial move for me. I don't do this for the money.** But without commitment, nothing works — not training, not coaching, not mentorship. The number exists to create commitment, not revenue.

And at this stage, that first commitment almost has to come from you. Most young professionals stepping out of school simply can't fund something like this themselves. That's not a knock on them; it's just where they are. So the parent goes first. That is the whole reason this is framed as a gift.

### WHAT THE \$2,500 COVERS

- **My network.** Real introductions and access — the thing young professionals need most and get least.
- **My time.** Direct, concierge-level coaching from me. Not a course, not a portal, not a chatbot with my face on it.
- **My guidance.** Straight answers on what actually derails careers — including the answers they don't want to hear.
- **The community.** A peer group of other young professionals doing the same hard work at the same time.
- **Friday mornings, on the record.** Every week, whatever they bring me.
- **The five pillars.** Discipline, resilience, consistency, accountability, and community — built in the arena, not a textbook.

### AFTER THREE MONTHS

We'll both know by then. Three months is long enough to see whether the commitment is real. If it is, there's an optional **\$250/month community membership** to stay connected to the network and keep access to the program. If it isn't, we shake hands and part well. **I am not interested in quietly billing families forever.** That is not what this is.

### WHAT HAPPENS AFTER YOU SAY YES

#### STEP 01

##### We talk first

A call with you, then a call with them. No money changes hands until I'm confident this is a fit for your young professional.

#### STEP 02

##### The honest baseline

Self-esteem, wellness, fitness. I ask hard questions on purpose. This is where we find out what we're actually building on.

#### STEP 03

##### The plan

A 90-day roadmap built around where they are and where they're headed — not a generic curriculum.

#### STEP 04

##### The reps

Weekly coaching, Friday mornings on the record, network introductions, and a peer group that keeps them honest.

One note, parent to parent: I will hold your son or daughter to a high standard, and I will not co-sign excuses. If they bring me complaints disconnected from growth, I'll redirect them. That is not a lack of care — it is the opposite, and it is the whole reason this works.

### The investment is fully refundable.

If you call me at any point and say, "Kenny, we want a different path" — here comes your money. No argument, no retention pitch, no hard feelings. I mean that literally. I have to put a price on this because it costs money to deliver and I'm running a business. But I don't want the number to be the reason a young person who needs this doesn't get it. If it's the obstacle, call me. We'll talk.

### LET'S TALK

#### Your child doesn't have to figure this out the way I did.

The first conversation is a conversation, not a pitch. Call me directly — I'd rather answer your questions myself than have you decide from a piece of paper.

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