BIG CANYON ADVISORS

THE CHARGE

A Next-Generation Character & Leadership Mentorship Program

A 12-month one-on-one mentorship experience, preparing young men for a lifetime of responsibility, stewardship, and servant leadership.

Who It's For Young men ages 16–25 from family enterprises who are preparing to carry greater responsibility in their families, businesses, and communities.

The End Goal: A young man of character and grit, someone trusted with responsibility, steady under pressure, and capable of leading others well.

The Program

QUARTER 1
The Individual
Build identity, discipline, standards, stewardship, and financial literacy.

QUARTER 2
The Follower
Learn humility, service, relationships, purpose, and how to contribute before leading.

QUARTER 3
The Leader
Practice leadership, conflict resolution, decision-making, and resilience through setbacks.

QUARTER 4
The Builder
Take ownership, communicate with confidence, and apply what has been learned.

How it Works

1-on-1 Mentorship	Weekly 1-on-1 sessions, supplemented by strategic in-person meetings, building an enduring mentor-mentee relationship.
Real-World Challenge	Assignments, outside work, family-business immersion, presentations, and experiences designed to test what is being learned.
Accountability & Reflection	Consistent standards, family checkpoints, and demonstrations of growth.

Program Principles

Timeless Wisdom
Scripture and enduring principles of character, stewardship, and service.

Leadership Under Pressure
Servant leadership lessons, accountability, decision-making, and responsibility.

Personal Discipline
Habits, physical standards, reflection, resilience, and purposeful living.

Enterprise & Stewardship
Family-business exposure, financial literacy, ownership mindset, and long-term responsibility.

Core Components

Passion & Purpose – Discover what matters when status and approval are removed.

Personal Accountability – Build honest habits around discipline, health, relationships & choices.

Exposure – Step outside comfort through work, service, and family-enterprise immersion.

Masculinity – Protect & Provide. Integrity, responsibility, relationships.

Public Speaking – Learn to communicate clearly & stand behind your ideas.

Outside Employment – Work outside the family enterprise..

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The Outcome

A young men who has moved from self-focus, to serving well, to leading under pressure, to taking complete ownership.
The goal is not simply a more capable young man, but a more trustworthy one who is better prepared to lead, serve, and steward what has been entrusted to him.

Leading the Charge

Charlie Carr Jr.
Partner, Big Canyon Advisors | Program Lead, The Charge

Charlie served seven years as a U.S. Army Infantry officer, primarily in airborne units, later advising senior defense and government leaders on organizational strategy and technology. He brings that leadership experience to his work mentoring young men and advising families with Big Canyon Advisors.

Begin the Conversation

Participation begins with a confidential conversation to determine fit, goals, readiness, & family expectations.



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Explore The Charge
Scan to learn more about our approach.

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