

Big Canyon Advisors Launches The Charge, a Next-Generation Leadership Program for Family Enterprises

New 12-month mentorship program prepares young men from family businesses and family offices for lives of leadership and stewardship.

DALLAS, TX, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Families often spend years preparing the next generation to inherit wealth, yet far less time preparing them to lead with character, resilience, and purpose.

To help address that challenge, [Big Canyon Advisors](#) has launched [The Charge](#), a 12-month next-generation leadership mentorship program for young men ages 16–25 from family businesses, family offices, and entrepreneurial families. The inaugural participants began the program this summer. Through one-on-one mentorship, practical challenges, and intentional leadership development, The Charge helps participants develop the character, judgment, resilience, and sense of stewardship needed to carry significant responsibility well.



Charlie Carr Jr., Partner at Big Canyon Advisors and founder of The Charge

The Charge was developed by Charlie Carr Jr., Partner at Big Canyon Advisors, who leads each participant through weekly one-on-one mentoring sessions and monthly in-person meetings. Following seven years as a U.S. Army Infantry officer in the airborne community, Carr advised senior defense leaders on organizational strategy before joining Big Canyon Advisors, where his work includes next-generation leadership development within family enterprises.

“Successful families spend significant time thinking about how businesses, wealth, and responsibilities will transition to the next generation,” Carr said. “But preparing the people who will eventually carry those responsibilities is just as important. The Charge is designed to develop character and leadership intentionally through accountability, meaningful challenge, and a

genuine mentoring relationship.”

The year progresses through four phases: The Individual, The Follower, The Leader, and The Builder. The curriculum draws on personal accountability, hands-on challenges, family business exposure, and time-tested principles of character, leadership, and stewardship. The goal is to help young men become more disciplined, more self-aware, and better prepared to lead than when they started.

The Charge reflects Big Canyon Advisors’ broader work helping family businesses and family offices prepare for long-term continuity and develop the next generation of family enterprise leaders.

Families interested in learning more about The Charge can visit bigcanyonadvisors.com/the-charge-next-gen-leadership-mentorship or contact Big Canyon Advisors directly.

About Big Canyon Advisors

Big Canyon Advisors is an independent advisory firm serving family businesses and family offices nationwide. The firm advises families on family business continuity, family office consulting and design, governance, strategic planning, and next-generation development, helping families prepare their enterprises and future leaders for generations to come.

Charlie Carr, Jr.

Big Canyon Advisors

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