

# Scott Ritzheimer

Founder of Scale Architects  
Author of *The Founder's Game*

Every founder is chasing "the next level." Few can say what that level actually is for them, or whether they even want it. That's Scott's work: helping founders find the right level, not the one the internet says they should want.

He guides founders, owners, and CEOs through the **seven levels of The Founder's Evolution**, his model for building the right business (or nonprofit) for their vision. Drawing on his work with over 20,000 founders, he leaves an audience with simple steps they can act on the same day they listen.

**20,000**

Founders launched & scaled

**\$10M**

First company, exited by age 35

**20 yrs**

Working with founders & CEOs

**400+**

Episodes hosting his own podcast

## TALKING POINTS

- 1 You Won. So Why Does It Feel Like You're Losing?**  
The identity shift that turns hollow success into the freedom you long for.
- 2 Stop Trying to Scale. You Might Already Be There.**  
Seven valid finish lines, and why chasing the top is the costliest founder mistake.
- 3 The Job Changes Seven Times. Nobody Warns You.**  
Why the founder still making every play is the one capping the company.
- 4 That's Not Burnout. It's the Wrong Game.**  
Exhaustion usually means you've outgrown your Level, not that you need to push harder.
- 5 When, and Who, to Hand the Reins To**  
How to choose a successor and let go without killing the soul of your company.

## AS HEARD ON

CAREY NIEUWHOF LEADERSHIP PODCAST

In the same lineup as Malcolm Gladwell & Jim Collins.

- The Chris Voss Show
- Scale! with Predictable Success
- Well-Oiled Operations
- Innovation Meets Leadership
- Host of Start, Scale & Succeed

## THE BOOK



**The Founder's Game**  
An Inc. Original · Q1 2027  
Foreword by Les McKeown, bestselling author of *Predictable Success*.

Book Scott as a guest →

scott@scalearchitects.com scalearchitects.com

LINKEDIN /SCOTTRITZHEIMER YOUTUBE @SCALE\_ARCHITECTS IG @SCOTTRITZHEIMER

