MICHAEL ERATH
MEDIA KIT

Author of *Five Obsessions of Elite Organizations* and founder of Next Level Growth.



Bios

Short bio

Michael Erath is the author of *Five Obsessions of Elite Organizations* and the founder of Next Level Growth, a Phoenix-based firm of Business Guides. After growing his family business to $45 million and losing it, he started over from nothing and built a second business to $7 million. He now helps leadership teams build elite organizations.

Medium bio

Michael Erath is the author of *Five Obsessions of Elite Organizations* and the founder of Next Level Growth, a Phoenix-based firm of Business Guides who have all owned or run companies with at least $10 million in revenue. In thirty years as an entrepreneur and business owner, he grew his family business to $45 million in revenue, with more than 200 employees and offices on six continents. He lost it in 2009 to the housing market crash and a business partner who was later convicted of embezzlement and bank fraud. He started over from nothing, built a second business to $7 million, and founded Next Level Growth in 2020.

Long bio

Michael Erath has spent thirty years as an entrepreneur and business owner, and he learned most of what he teaches the hard way.

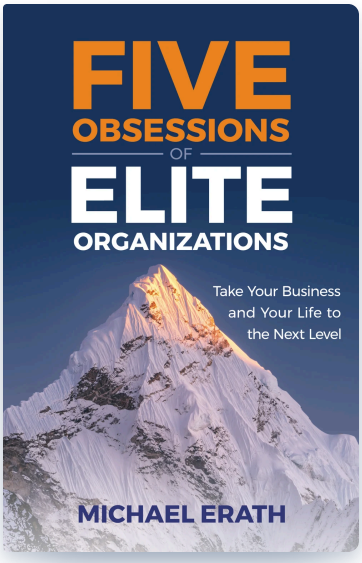
In the early 2000s, he grew his family business to $45 million in revenue, with more than 200 employees and offices on six continents. In 2009, the housing market crashed, and in the middle of it he found out that a business partner he trusted had been committing embezzlement and bank fraud. Between the two, he lost the business, and the partner was later convicted.

In 2010, Michael started over from nothing and built a second business to $7 million. In 2015, with the encouragement of his wife, Elizabeth, he became a Business Guide, and in 2020 he founded Next Level Growth. Every Partner and Business Guide at Next Level Growth has been an owner, CEO or president of a company with at least $10 million in revenue and 50 or more employees. Next Level Growth made the Inc. 5000 in 2024, 2025 and 2026.

Michael is the author of *RISE: The Reincarnation of an Entrepreneur*, the story of losing everything and starting over, and *Five Obsessions of Elite Organizations*, published in 2025. The book lays out the five principles elite organizations obsess about: Great People, an Inspiring Purpose, Optimized Playbooks, a Culture of Performance, and Growing Profits and Cash Flow.

Michael is a member of the YPO Gold Arizona Chapter, and he and Elizabeth live in Phoenix. Please welcome Michael Erath.

Fact Sheet



NAME	Michael Erath
ROLE	Founder of Next Level Growth
BASED IN	Phoenix, Arizona
LATEST BOOK	***Five Obsessions of Elite Organizations: Take Your Business and Your Life to the Next Level***, Lioncrest Publishing, March 4, 2025
OTHER BOOKS	*RISE: The Reincarnation of an Entrepreneur* (2017)
INC. 5000	Next Level Growth, Inc. 5000 in 2024, 2025 and 2026
MEMBER	YPO Gold Arizona Chapter
KEYNOTE	The Five Obsessions of Elite Organizations

Interview Topics and Sample Questions

Use these as a starting point, and change the questions to fit your audience.

The Five Obsessions of Elite Organizations

Michael talks about the five principles elite organizations obsess about, how each one builds on the ones before it, and the tools leaders can start using with their teams right away. He draws on the companies in the book and the leadership teams Next Level Growth works with.

- **Q1** What separates an elite organization from a good one?
- **Q2** Why does the book start with Great People?
- **Q3** Which of the five do most leadership teams neglect, and what does it cost them?

Losing a $45 million business and starting over

Michael grew his family business to $45 million, lost it in 2009 to the housing market crash and a business partner's embezzlement and bank fraud, and started over from nothing in 2010. He talks about what it cost him and what he learned about the trade-offs leaders make to grow their companies.

- **Q1** What was it like to lose a business you had grown to $45 million?
- **Q2** How did you start over from nothing?
- **Q3** What do you tell founders now that you wish someone had told you?

Past Podcast and Stage Appearances

- COO Alliance, September 2025, with Cameron Herold (interview)
- Genius Network, 2025, with Joe Polish (interview)
- EO San Francisco, October 2026 (stage)
- Paper Napkin Wisdom, Episode 191 (podcast)
- Phoenix Business Radio X (radio)

Interviews and Speaking

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