

New Book “Unbalanced on Purpose” Helps Leaders Move Beyond the Myth of Perfect Balance and Live With Intention

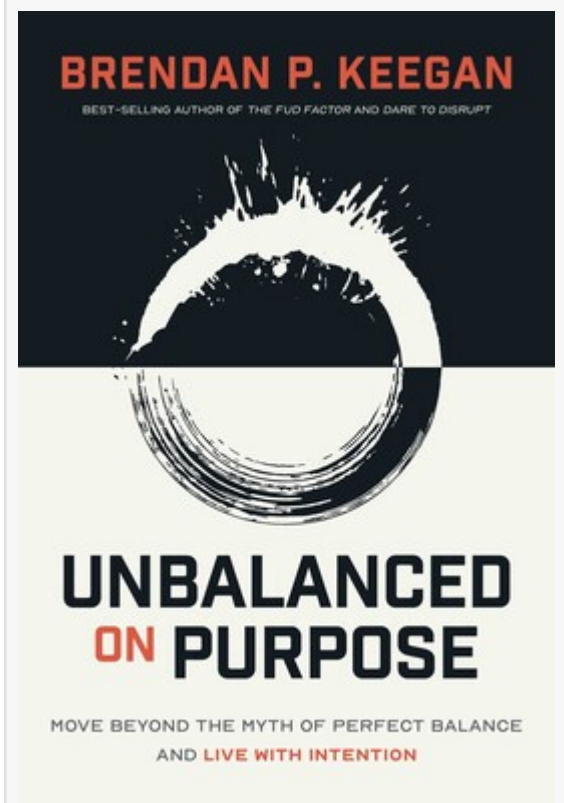
Brendan P. Keegan’s “Unbalanced on Purpose” helps leaders reject perfect balance and focus on what matters most.

CHARLESTON, SC, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Six-time president and CEO, investor, board director and bestselling author Brendan P. Keegan offers a practical new framework for high achievers seeking a more intentional life in his new book, [“Unbalanced on Purpose: Move Beyond the Myth of Perfect Balance and Live With Intention.”](#) Published by Advantage Books and distributed by Simon & Schuster, the book is now available through major book retailers nationwide.

In “Unbalanced on Purpose,” Keegan challenges one of modern life’s most persistent myths: that success requires perfect equilibrium across every part of life at all times. Instead, he argues that meaningful progress often requires intentional imbalance — the conscious choice to focus energy where it matters most in a given season, while staying connected to the people, priorities and purpose that make life whole.

Drawing on his experience as a CEO, investor, parent, speaker and leadership voice, Keegan introduces a practical approach he calls Conscious Balance. The framework helps readers stop performing busyness, reclaim their role as guardians of their own time and make deliberate choices about where to place their energy, attention and ambition.

“You’ll have permission to be unbalanced on purpose,” Keegan writes. “And you’ll have the tools to ensure that your imbalance always serves your intentional life rather than derailing it.”



“Unbalanced on Purpose: Move Beyond the Myth of Perfect Balance and Live With Intention,” by Brendan P. Keegan, published by Advantage Books and distributed by Simon & Schuster, is now available.

At the center of the book is Keegan's Six Circles of Connection: Self, Family, Friends, Faith, Community and Professional. Through these circles, Keegan gives readers a simple but powerful way to assess how they are spending their time, what deserves more attention and what may need to contract temporarily so a higher priority can expand.

Rather than offering one-size-fits-all work-life balance advice, "Unbalanced on Purpose" recognizes that life is dynamic. Launching a company, raising children, caring for aging parents, pursuing health, rebuilding friendships or navigating a career transition may each require a different allocation of time and energy. Keegan's message is that imbalance is not the enemy — unconscious imbalance is.



Advantage Books, publisher of "Unbalanced on Purpose."

In the book, Keegan also takes aim at what he calls "the delusion of busyness," the cultural habit of equating a packed schedule with importance. Through research, personal stories and practical

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exercises, he invites readers to examine whether their busyness is actually serving their goals or simply keeping them from the life they want to build.

"Unbalanced on Purpose" is designed for high performers, emerging leaders, entrepreneurs, parents and anyone navigating a fast-moving life. With Conscious Circle Check-

ins, reflection prompts and real-world examples, Keegan helps readers define what success looks like in their current season and make intentional choices aligned with their values.

More than a productivity book, "Unbalanced on Purpose" is a leadership and life design playbook. Keegan challenges readers to stop chasing an unwinnable version of balance and instead build a life marked by clarity, courage, purpose and presence.

Blending personal experience, leadership insight, practical tools and hard-won perspective, "Unbalanced on Purpose" shows readers how to focus on what matters most — without losing sight of who and what matters along the way.

[About Brendan P. Keegan](#)

Brendan P. Keegan is a six-time president and CEO, 23-time board director, investor, entrepreneur and bestselling author. He has led six companies through liquidity exits, achieving an average enterprise value increase of 750 percent, raised more than \$10 billion in capital and managed more than 250,000 employees globally. His tenure as chairman, CEO and president of Merchants Fleet resulted in a twelvefold increase in enterprise value and a strategic sale to Bain Capital and the Abu Dhabi Investment Authority.

Keegan is the author of "Dare to Disrupt" and "The FUD Factor," and his work has appeared in publications including Harvard Business Review, Forbes and Rolling Stone. He hosts "The Fearless Experience" and the "Fast & Fearless" podcast. He currently leads bFEARLESS Ventures and serves as a co-owner and board director for several organizations, including United Autosports, Andretti Extreme E Racing, PURE Electric, Skymeadow Country Club, ExpressIt Delivery, Merchants Fleet, The Authority Company and bFEARLESS Exotics. To learn more, visit brendankeegan.com.



Brendan P. Keegan, author of "Unbalanced on Purpose: Move Beyond the Myth of Perfect Balance and Live With Intention."

[About Advantage Books](#)

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