PHASE 7: SOAR - THE PINNACLE LEADER
Achieve ultimate freedom and legacy by preparing for an exit or transitioning leadership to the next generation.

LEVEL 7

PHASE 6: NEWNESS - THE INNOVATOR
Leverage innovation to disrupt the market, seize new opportunities, and expand through strategic acquisitions.

LEVEL 6

PHASE 5: ORGANIZE - THE REVITALIZER
Reorganize and optimize internal systems while integrating external opportunities to sustain growth.

LEVEL 5

PHASE 4: MATURE - THE STEWARD
Focus on maintaining relevance, fostering innovation, and nurturing leadership for long-term success.

LEVEL 4

PHASE 3: SCALE - THE STRATEGIST
Expand into new markets with a scalable business model. Transition from founder-led operations to team-managed systems.

LEVEL 3

PHASE 2: GROWTH - THE ARCHITECT
Build systems and processes for predictable growth. Automate operations and develop a scalable marketing strategy.

LEVEL 2

PHASE 1: LAUNCH - THE EXPLORER
Define your business concept, identify market gaps, and establish a solid foundation through innovation and market testing.

LEVEL 1