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Advancer Model Playbook

The KMAC Group

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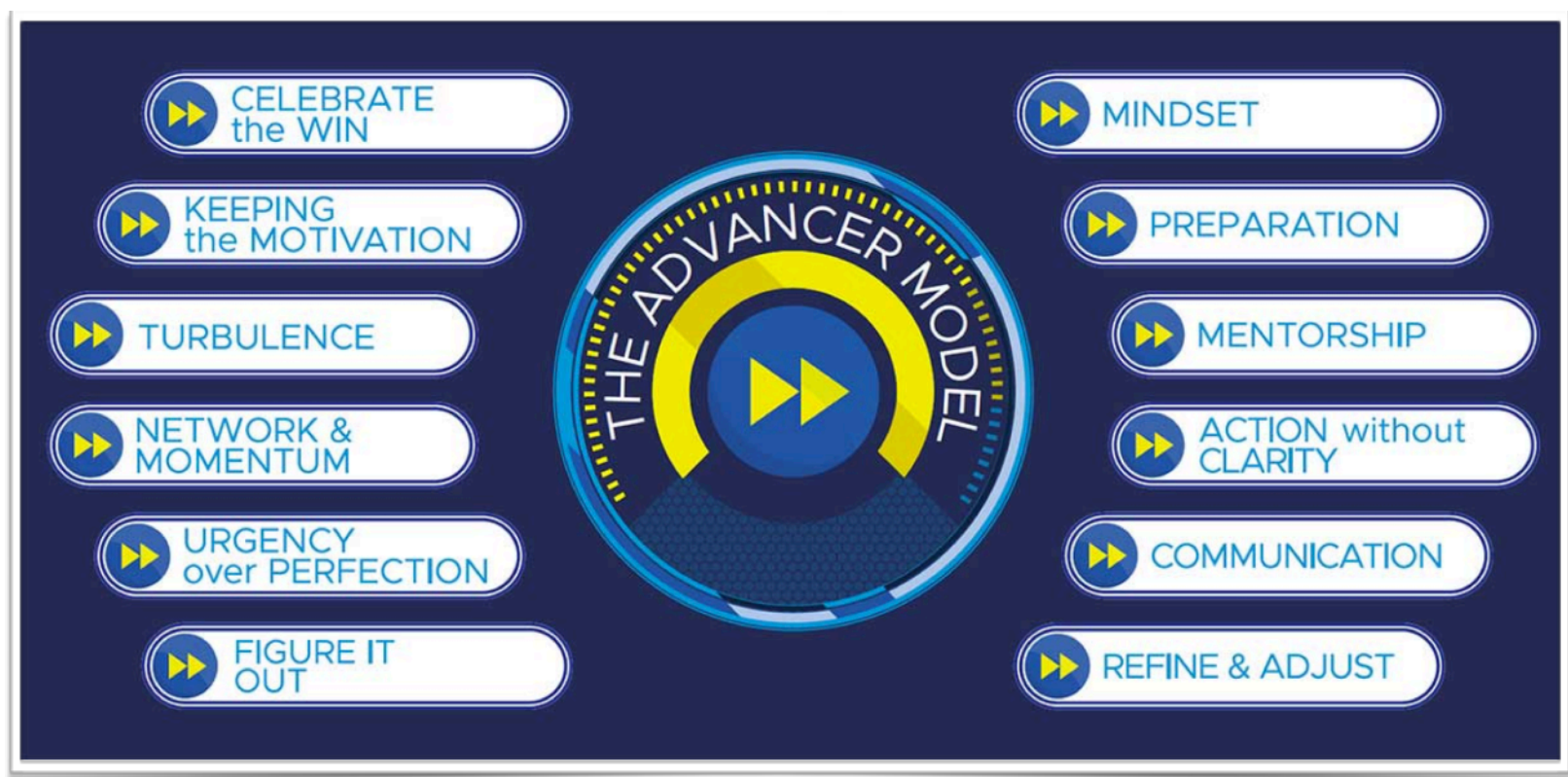
How some businesses excel while others stall

A Playbook for Business Success

For 25 years, the KMAC Group has used this framework to unlock the hidden value in businesses that owners struggle to tap into.

Working through the 12 stages of the Advancer model will help you identify and take advantage of opportunities that already exist within your business. From there, you will gain the insights necessary to innovate and create new opportunities previously unavailable.

The Advance Model is a comprehensive guide to unlocking untapped profit potential through the development of employees and the design of business operating systems.



Growth Mindset

Mindset is the motor that powers organizational growth.



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Your mindset is the sum total of your attitudes, beliefs, and perspectives.

To achieve levels of growth previously unattained you will have to make personal changes. You will need to increase your knowledge, your capacity to produce results, and your ability to persevere through setbacks. These behaviours are typical of those with a growth mindset.

High achievers are intrinsically motivated to strive for more. Misfortune is inevitable. Attack obstacles head on as if you cannot lose. Successes is on the other side of your most challenging episodes.



Preparation

Understanding the business landscape in which you work and taking the time to get into the heart of what people care about is crucial for your success.



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Success is always contingent on your ability to prepare well.

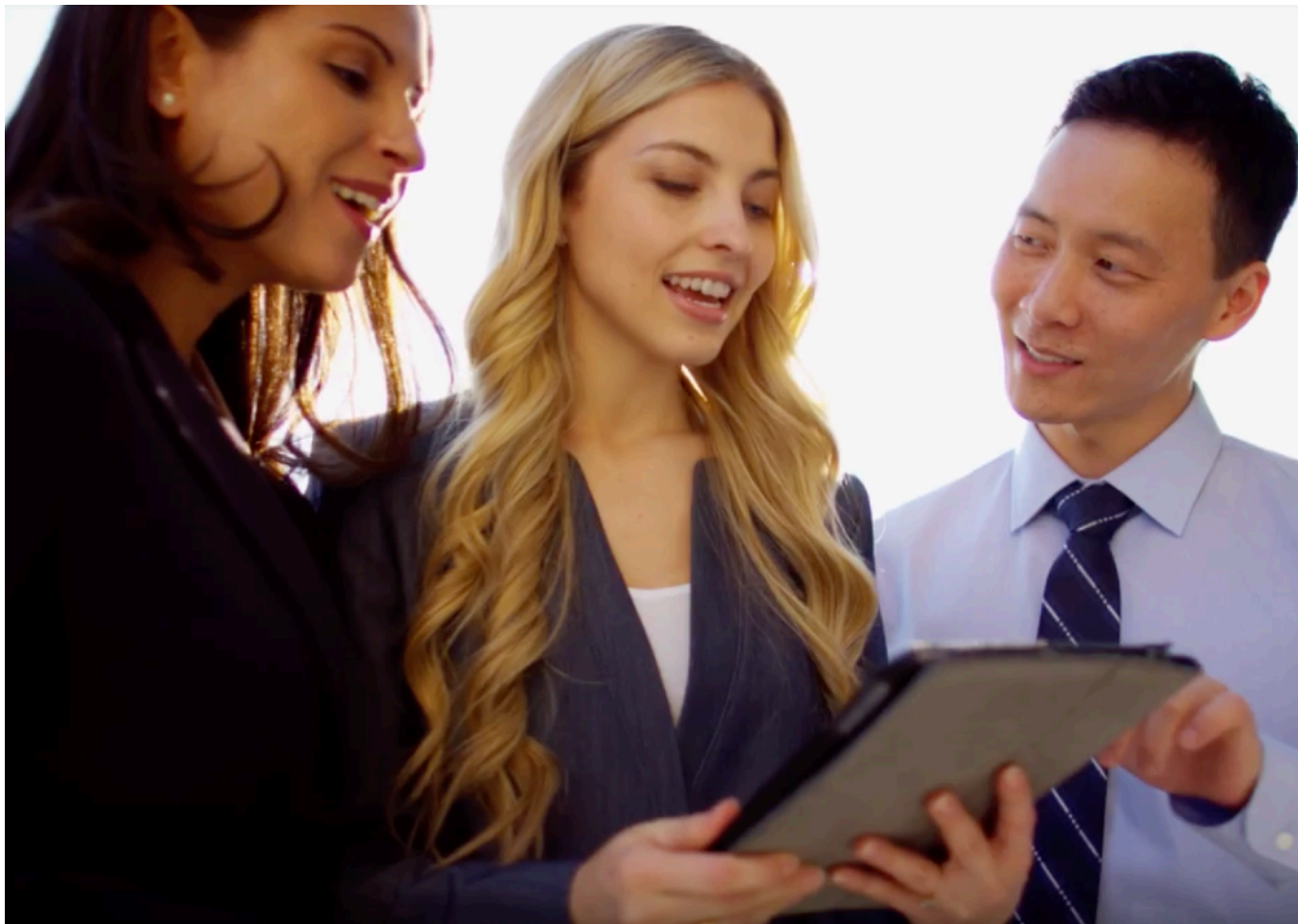
Before any business can grow, the people inside of the organization need to be aligned with the overall business goals. When the group cares about the greater purpose of the work being done their performance will improve and they will become more productive.

Commit to studying the business landscape in which you work. You can only capitalize on opportunities when you are prepared for them.



Mentorship

Mentors have critical experience from which you can draw upon as a catalyst to your growth.



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Build relationships with those who are farther along the path you are currently taking. Likely, they have already identified and overcome the same challenges that you are up against. Draw from their experience to increase your odds for success and accelerate your learning curve.

Finding the right mentors can be challenging. Always remain open to connecting with those who can help your business to advance.



Action Without Clarity

Action is prerequisite to success and business growth. Don't be afraid to try new things.



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Your business must keep moving to expand and excel, especially when you lack a clear vision of what lies ahead.

Unknowns make us uncomfortable and uncertainty can stall growth - if you let it.

View each new challenge as a puzzle waiting to be solved. This perspective will allow you to press forward into uncharted territory. Success depends on you taking action to try new things.

Only action can clear the fog of uncertainty.



Communication

Your ideas and thought are unknown to others. Meet your audience where they are and clearly show them how you can help them get to where they want to be.



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Obscurity is the competition. Your ideas and thoughts are unknown to others until you get your message out there.

Meet your audience in their world and help them connect with you.

As you share your message remain open-minded, seek new information, and listen to alternative perspectives. Welcome feedback and insights as you take steps to get your message out. Always strive to achieve mutual understanding.



Refine and Adjust

Find out what works and what doesn't. Continually polish your ideas by focussing on the possibilities.



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Perfection is not required.

Test your ideas, learn what works, and find out what doesn't. Take the feedback you receive, analyze the data, and don't be afraid to abandon your original idea if that is the best course of action.

Focus on the possibilities that lie ahead. Listen, learn, and redefine yourself when necessary. Be flexible. A commitment to continual improvement will propel you forward.



Figure It Out

Be agile and embrace the opportunity. An enhanced solution will appear.



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As you refine your idea you must keep looking forward to see what lies ahead. You will hit roadblocks. Don't stop. Be resourceful.

Figure it out together with your clients. Chart new territory with others while giving them the confidence to advance with you.

What more do you need to hear. Figure it out



Urgency Over Perfection

Take action like what you're doing matters.



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Do things others are not willing to do every day.

Those who value time will find more of it. Keep moving towards your objectives. All progress is good progress.

Always act with a sense of urgency because action with urgency builds confidence and creates momentum. Use that momentum to advance and gain ground towards your targets.

Act now. Don't wait.



Networking and Momentum

Authentic relationships create synergy and play an instrumental role in your future success.



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A strong network can amplify your reach and accelerate your momentum. Identify the pivotal few who can help you strengthen your community and build your tribe.

Know what you bring to the table. Understand the value of what you have to offer. Become a resource for those around you to build an even larger network.

Expansion creates more possibilities. Harness the power of your network and opportunity will follow.



Turbulence

Nothing ever executes exactly as planned. Deal with it.



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Unexpected challenges are opportunities. Be flexible.

Things rarely play out the way you plan. In life and in business, there is only so much you can control.

Accept change and always give yourself room to maneuver. Prepare for unexpected occurrences, have a contingency plan, and weather the storm knowing that you will be stronger on the other side of it.



Keeping the Motivation

Continually challenge yourself.



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Keep searching for your passion. Fulfilment is derived from action inside of your expertise. The quest to discover your greater purpose is what enables you to perform at a high level day after day.

Continually challenge yourself to improve. Keep learning. It's important to test and apply your new knowledge. Do what you are best at. Sharpen your skills and use your gifts.

Focus on the future. Work towards what could be.



Celebrate the Win

Each achievement is a step towards seeing your vision come to life.



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Each target that you hit is a milestone on the road to your ultimate destination.

Recognize small wins because they give you energy to keep pressing forward. Celebrate each win then reset your goals and keep pushing to reach new heights.

Be careful not to get caught up living in yesterday's victories. There is always more to achieve. There is always more to be done.

