



MICHAEL ROBY

THE JOURNEY COMPANIES LLC



From Practice to Business to Enterprise: Creating a 10X Business

How Top Advisors Achieve Exponential Growth Without Exponential Effort

The Problem

If you're like most successful advisors, you've discovered that working harder doesn't necessarily lead to better results. Complexity increases, systems pile up, and growth eventually stalls. But 10X growth doesn't come from doing more—it comes from doing the right things, the right way, over and over again. When small, intentional behaviors are executed consistently, they compound into exponential results.

The Big Idea

10X growth is not the result of doing more—it's the result of doing the right things, the right way, consistently. Becoming *Effective AND Efficient*. Small, repeated behaviors create exponential outcomes over time, using The Six Areas of Operational Maturity™

The Six Areas of Operational Maturity™

- ✓ Executive Leadership – Think like an owner and lead with clarity
- ✓ Enterprise Value – Build a business that has value beyond you
- ✓ Client Management – Deliver a scalable, referral-driven experience
- ✓ Business Development – Create predictable, repeatable growth systems
- ✓ Operations – Simplify and systematize your business
- ✓ People – Build a team that multiplies your impact



BOOK MICHAEL ROBY

Michael Roby is a nationally recognized business coach, consultant, and speaker with over 50 years of experience helping advisors build scalable, valuable businesses.

Big Vision – Big Ideas – Big Results™