

Introduction to the SAIL Business Maturity Model

The SAIL Business Maturity Model offers a clear framework for understanding the journey of entrepreneurial growth and evolution. It outlines four distinct stages—**Sustenance, Abundance, Impact, and Legacy**—that every business owner navigates as they build and mature their company. Each stage reflects a unique set of challenges, priorities, and opportunities, providing a roadmap for intentional growth. By identifying where you are in the SAIL model, you can focus your energy on what matters most at each phase, ensuring sustainable progress toward your ultimate vision. This model is not just about building a successful business; it's about creating a meaningful life and leaving a lasting legacy.

1. Sustenance

- Your primary focus is making this entrepreneurial thing work. You aren't yet making more than you would at a JOB. In fact, you still have panic moments about money... perhaps it is a persistent state of anxiety over money. You would gladly work some extra hours/nights/weekends for this particular worry to go away. You need to get to a sustainable income ASAP! And this needs to be the guiding light behind all of your endeavors.
- At this stage, the business is very fragile. And so are you. You cannot compromise on ANYTHING! Every decision, every task, needs to align to the objective of making enough money to achieve SUSTENANCE!

2. Abundance

- You have enough money to survive on an ongoing basis... only now you are questioning whether you have enough energy to keep up the level of work you are doing! It seems everything flows through you... and it is beginning to take a toll. Your primary objective is now to create an abundance of TIME, MONEY, SUPPORT, and FREEDOM so that you can really begin to focus on what drew you to start your business in the first place - changing the world! Work in this stage involves developing great processes and great resources that get the work done on a day-to-day basis, while keeping you focused on the work that energizes and enlivens you the most.

3. Impact

- You now have the primary systems of your company running. You have put in place the support, the processes, and the systems you need to free up your time and to keep the revenue flowing. You can now focus on maximizing the impact you are having in the world... maximizing the GOOD you are doing that aligns with your original vision for starting a business. Work in this stage is about scale, all while maintaining a LIFE-work balance.

4. Legacy

- The business is running. Effortlessly. And you can see the impact you have in the world. And it is good. You feel blessed... almost ashamed by your success. How did I get here? What do I do with this platform? It is time to begin to envision yourself as a chairman of the board who is an advocate for your business in the world, but your presence is not needed "in the office". You are finding the right leaders to put in place to run the company, and mentoring / coaching them to proliferate your values and vision both inside the company and to the outside world. Your role becomes strategic guidance with an eye towards greater and greater impact in the world. Those who have been given great gifts have great responsibility... go make a dent in the world!