

Our 10x Growth Story



2025

AUTHOR: SAŠA MIRKOVIĆ, CFP®, BFA®, MBA

Founder & Legacy Coach



INSPIRE
-----network

We Facilitate Change

“THE ROAD TO HELL IS PAVED WITH THE PURSUIT OF VOLUME.”

- RICHARD KOCH

When I started in this business in 1999, I was told that activity, activity, activity and sheer volume would get me what I want. That was true to a point. Somewhere along the way, that activity took away my freedom – freedom of time, freedom of relationships, and I lost my purpose.

As our team hit progressive milestones and benchmarks, our progress slowed down and my frustration accelerated. I knew we were capable of a lot more. I just didn't know how to lead my team to realize its potential.

10X IS EASIER THAN 2X

In 2012, I realized that I needed to think bigger. I created **Project 9Zero** (I will talk more about this later) and started on a journey to what we now call a “10x mindset.” The 10X mindset is about looking into your future and expanding your Four Freedoms: Time, Money, Relationships, and Purpose.

When you begin to visualize where you want to be in 10 years rather than 2 or 5 years, you shift your focus from what you need to do today to what you truly want in your life.

Adopting this mindset requires a significant departure from conventional thinking. We have been trained to believe that growth is linear. It rarely is. Growth and inspiring results look more like a jungle gym than a straight line. When you focus on creating a larger, brighter future, obstacles become stepping-stones.

I started focusing on things that are bringing me joy in a context of 10x growth. When I say 10x growth, I mean expanding my freedom of time, expanding my freedom of money, relationships, and purpose.

Then, I intentionally raised the standards.

THREE STEPS

In the book *10x is Easier than 2x* by Dan Sullivan, he talks about the three key steps to achieve 10x growth.

1. Less is More

Use the “10x filter.” If an activity does not serve the 10x goals, it goes to the shelf.

2. Intentionally Raise the Standard

Go deep in 20%. Intentionally raise your standards for quality in the execution of the 20% of activities that will yield significant results and get you to 10x.

3. Choose Freedom and Abundance Over Scarcity

Think outside the box. Identify innovative solutions and processes. Believing in abundance fosters creativity and unique team collaborations.

SAŠA'S FOCUS AREAS - 20% HIGH QUALITY

As I began to examine what I want my life to look like in 10 years, I intentionally embraced the abundance mindset. In 10 years, I would be 65 years old. My children would be done with college; perhaps Laura and I will have a grandchild or two to spoil.

Family time has always been sacred on my calendar. I began to seek opportunities to create meaningful experiences each day, and they appeared. To build a legacy, I committed to continuous learning and practice. Car rides, bike rides, and long walks became opportunities to read books and listen to podcasts. My 10X goals require me to be healthy and able to keep up with my children (and potential grandchildren).

I returned to the gym and sought ways to improve my health in pursuit of 10X.

OVERCOMING BARRIERS - 80% SACRIFICES

To achieve these goals and make 10X leaps, I had to let go of limiting thoughts and behaviors that did not serve my 10X goals. Mistakes are necessary for growth. I needed to give up my fear of failure, concern about others' opinions, and limiting beliefs about partnerships and teamwork. My ego had to take a back seat to my 10X goals.

This personal work also made it clear that traditional financial planning and asset management practices would not serve my 10X goals. Inspire Confidence Group needed to adopt a 10X mindset as well.

To go 10x, you have to abandon things that got you where you are. At Inspire Confidence Group, we went through many transformations where we intentionally raised the standards - using Confident Retirement, e-Meeting, and integrating value cards are some examples.

As your team grows and your results become stronger and more noticeable, it is going to be very easy for people on your team to want to protect the success that they achieved and hold secret what got them there.

The 10x mindset is choosing freedom and abundance over scarcity. In other words, there's plenty of business for all of us. Collaborate with others. Share your wealth. In the process you contribute to your legacy.

ICG'S 10X GROWTH JOURNEY

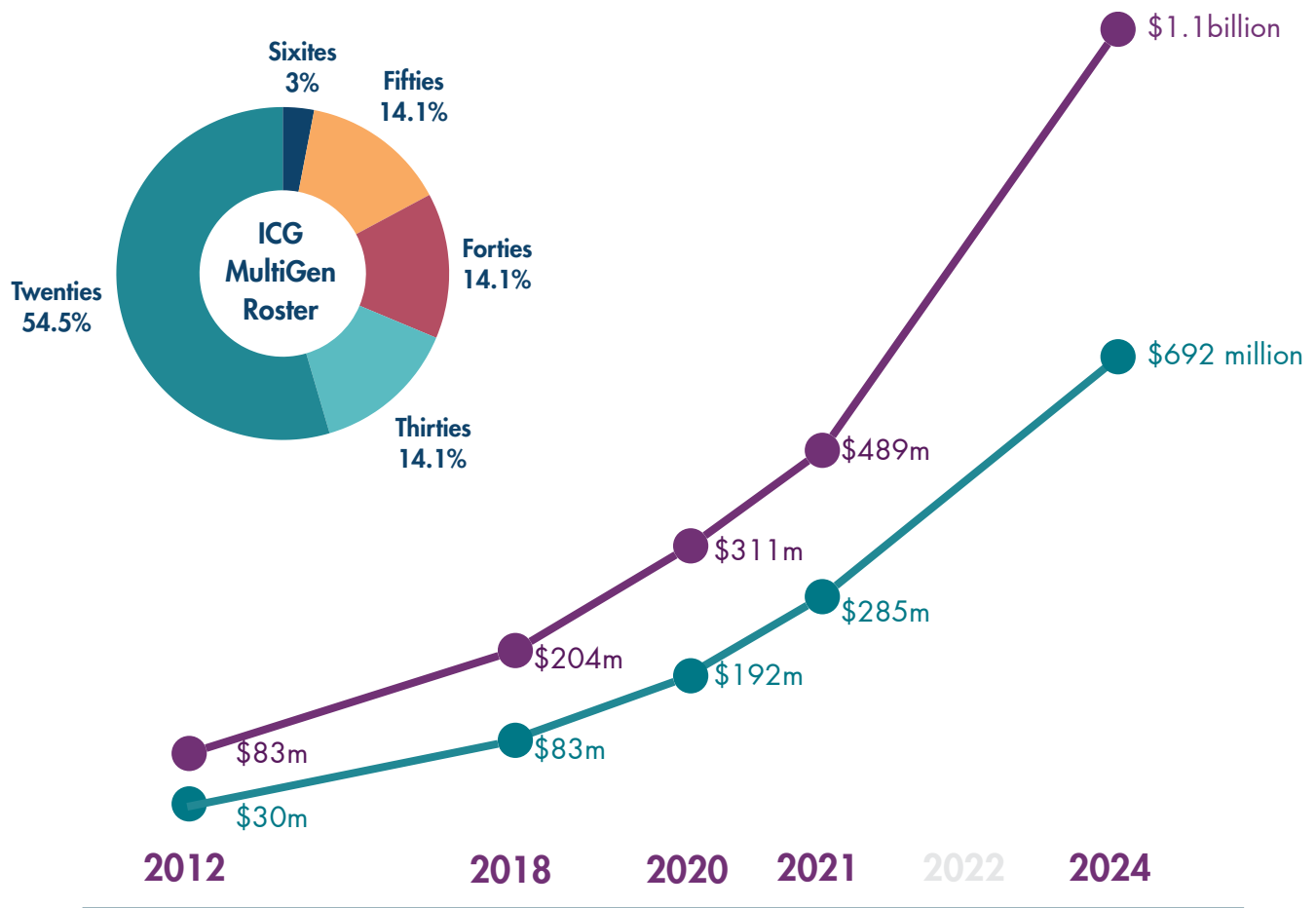
Inspire Confidence Group (ICG) represents the integration of the 10x mindset to achieve exponential growth.

In 2012, I envisioned **"Project 9-Zero,"** aiming for \$1,000,000,000 in assets under management (AUM). Rejecting 10% annual growth, we introduced Project 9-Zero to the 10x mindset in 2018 and our AUM soared from \$204 million to \$901 million in just five years.

During this same time we grew our multi-generational team from 9 people to 36.

Conclusion

The 10x mindset is not just a strategy; it's a way of life. It challenges you to think bigger, act bolder, and achieve more than you thought possible. By adopting this mindset, you can transform your personal and professional life, turning obstacles into opportunities. Embrace the 10x mindset and unlock a future filled with limitless potential.



ICG'S FOCUS AREAS - 20% AT HIGH QUALITY

Our leadership team went through a process similar to my personal 10X journey and identified four focus areas—the 20% of work to keep and deliver with the highest quality:

1. **Creating a True Enterprise:** Since 2006, our team has undergone several partnership changes and shifts. It was time to come together as one elite team focused on the same priorities.
2. **Improving Our Advice Experience Flow:** We needed to transition from a service-based mentality to one focused on creating delightful client experiences.
3. **Establishing an Experience-Focused Asset Management Strategy:** The advice and products we offer our clients have become more sophisticated.
4. **Building a Multi-Generational Elite Team Culture and Rituals:** For ICG to live on after my partners and I are no longer working, we need to have people who will carry it forward. People on our team trust one another to work toward the promises made in our Credo Card.

ICG'S BARRIERS - 80% SACRIFICES

As ICG continues to implement the 10X mindset, we recognize that achieving exponential growth requires making sacrifices. We must let go of traditional, limiting beliefs and practices that hinder progress. Our team is committed to overcoming these barriers by embracing change, innovation, and a shared vision for the future.

NEXT STEPS

If you are reading this, you have already made 10x leaps (plural) in your life. Learning to walk, to talk, to read, drive a car...these are 10x leaps.

If you want to take a simpler and more effective approach to your business or are done striving to simply double your success let us help you make your next 10x leap.

At INSPIRE Network we don't consult you. We coach you.



Let's Talk

Contact us today for a consultation and discover strategies to transform your business, whether you're aiming for rapid growth or positioning it for a successful generational transition.



Saša Mirkovic

Founder & Legacy Coach

Saša is the founder of Inspire Confidence Group, a Private Wealth Advisory Practice of Ameriprise Financial, and CEO of Inspire Network, helping businesses achieve transformational growth and successful multigenerational transitions.



**BOOK TIME
WITH ME HERE**



INSPIRE
-----network

CONTACT US

team@wefacilitatechange.com
www.inspirenetworkllc.com

Want to connect in real time? Book a meeting here!



WE FACILITATE CHANGE