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TRANSFORMATION

# TOP ENEMIES OF SCALE

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As much as you want to look for #DBDL opportunities as you scale, you also want to avoid enemies of scale. Here are some of the top enemies of scaled identified in *The Advisor Transformation*.

1. Resolve to make a change and then never get started.
2. Rally the team in hopes of spreading out the workload and then don't provide direction to them.
3. Hire new team members with the mentality that throwing people at your problems will fix them.
4. Take on a business partner to spread out your workload.
5. Shift your mindset toward scale enthusiastically and then give up.
6. Approach work with the mindset that if something is to be done correctly, it must be done by you.
7. Lack clarity in where you're going and how you plan to get there.
8. Make excuses for not advancing or scaling as quickly or as effectively as you want to.
9. Believe that you are the only one who can help your clients because you are the one who "brought them in".
10. When you are training people in your sales process, overwhelm them with information.
11. Underestimate the impact of losing good people.