

ADD

THE E.C.A.M.A. MODEL



THE EXECUTIVE BLUEPRINT TO OPTIMIZE, ELEVATE, AND SCALE

By Kim Duncan, MBA

THE E.C.A.M.A. ADVANTAGE:

**DUNCAN'S STRATEGIC CHANGE MODEL
FOR BUSINESS OPTIMIZATION IN A
DISRUPTIVE WORLD**

EXECUTIVE SUMMARY

"Growth isn't about doing more—it's about doing what matters more." —Kim Duncan

In today's climate of rapid innovation, economic uncertainty, and operational overload, business optimization is no longer a nice-to-have. It is a requirement for long-term viability.

Executives and business owners are bombarded with tools, metrics, and consultants. But most still don't know exactly where they are losing time, money, and momentum. Enter E.C.A.M.A.—Duncan's Strategic Change Model.

EXECUTIVE SUMMARY_{CONT'D}

This proprietary, time-tested model is designed to help business leaders systematically eliminate inefficiencies, consolidate fragmented tools and teams, automate where it counts, manage for performance, and add only what drives ROI.

Whether you're managing a multimillion-dollar enterprise or scaling a growing business, E.C.A.M.A. provides the clarity, structure, and precision needed to thrive.



E.C.A.M.A Change Model	
E liminate	Identify and remove waste, redundancies, and friction in systems
C onsolidate	Streamline tools, teams, and workflows to focus on core strengths
A utomate	Use technology to improve speed, accuracy, and scalability
M anage	Set KPIs, dashboards, and accountability systems for visibility
A dd	Reinvest intentionally in offers, people, and platforms that multiply

WHAT IS E.C.A.M.A?

This model has been proven effective across multiple industries including:

- Financial services (supporting enterprise portfolios exceeding \$300M)
- Healthcare (optimizing operations and reducing manual load)
- Retail & Tech (improving delivery pipelines, reducing tech bloat, enhancing agility)

REAL-WORLD APPLICATIONS

Kim Duncan has helped organizations from high-growth startups to Fortune 500 giants use E.C.A.M.A. to gain clarity, unlock efficiencies, and scale faster.

Case Example 1: A large financial firm eliminated \$1.5M/year in unnecessary software contracts after a full ECAMA audit.

Case Example 2: A mid-size healthcare company consolidated their Agile teams, automated recurring compliance tasks, and improved delivery speed by 40%.



REAL-WORLD APPLICATIONS

CONT'D

Case Example 3: A service-based business owner used ECAMA to clean up their internal systems, implement automation, and reallocate funds to hire a high-impact executive assistant—freeing up 12 hours/week.

These examples reflect what is possible when the E.C.A.M.A. model is applied with precision, insight, and a deep understanding of strategic change management.



WHY KIM DUNCAN?

Kim Duncan, MBA, PSM III, SPC6, CEAC is a business strategist and transformation coach with over 20 years of experience across IT, finance, healthcare, and digital entrepreneurship.

Her corporate career includes consulting with leadership teams in enterprise organizations managing portfolios of \$64 million to over \$320 million, overseeing Agile transformations, Lean portfolio management, and technology modernization initiatives. Her experience spans agile training, cross-functional team coaching, governance implementation, product delivery optimization, and digital transformation.

As the founder of Digital Financial Technology, Inc., Kim merges business strategy with funding and financial growth planning to help entrepreneurs build smarter, leaner companies. At DigiFintech, she supports clients with:

- Streamlining operational workflows
- Technology and systems alignment
- Business funding and capital readiness
- Strategic financial planning

WHY KIM DUNCAN?

CONT'D

The E.C.A.M.A. model has been the underpinning of many of these successes, allowing both large organizations and emerging enterprises to:

- Eliminate duplicative software and low-performing services
- Consolidate disjointed tools and teams
- Automate operations for scale
- Implement metrics-driven management
- Add high-ROI revenue lines and leaders

Kim is not just a coach. She's a strategist who builds systems that endure.

DOWNLOAD THE BLUEPRINT FOR YOUR BUSINESS

Ready to optimize your systems, align your teams, and create more impact with less waste?

Get the first chapter of Kim's upcoming book "The E.C.A.M.A. Model: The Executive Blueprint to Optimize, Elevate, and Scale" and access the E.C.A.M.A. Quickstart worksheet.

Bonus: Book a free 15-minute strategy consultation to identify one process you can eliminate this month.

To Book a Consultation

Visit <https://www.digifintech.com/services>





THANK YOU FOR YOUR ATTENTION

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“
YOU DON'T HAVE TO BURN
OUT TO BUILD UP.
OPTIMIZATION IS THE
BRIDGE BETWEEN YOUR
VISION AND YOUR VICTORY.”

—KIM DUNCAN

