WHEN GROWTH LOSES MOMENTUM

GROWTH HAS STALLED. NOW WHAT?

A five-minute perspective on diagnosing the real constraint, restoring commercial focus and turning ambition back into momentum.

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01 / THE SITUATION

Stalled growth is rarely just a demand problem.

The first instinct is often to add more: more initiatives, more channels, more targets, more pressure. But when growth has slowed, activity can disguise the fact that the business has lost a shared commercial point of view.

THE SIGNALS

01 Revenue moves, but margins and momentum do not.

02 Teams explain the slowdown in fundamentally different ways.

03 The initiative list grows while ownership becomes less clear.

04 Customer insight, strategy and execution have drifted apart.

THE LEADERSHIP SIGNAL

When the organisation cannot name the constraint in the same language, the problem is no longer only commercial. It has become a leadership task.

02 / THE QUESTIONS THAT MATTER

Before choosing a solution, identify the real constraint.

01 Is the problem market demand, the proposition, the commercial model or execution?

02 Which assumptions about customers and growth are no longer true?

03 Where does the organisation lose speed between decision and delivery?

04 Which priorities have owners, and which merely have advocates?

05 What must the CEO personally lead now, and what should be delegated?

A PRACTICAL RESPONSE

01	02	03	04	05
Diagnose	Align	Decide	Mobilise	Measure

Growth does not restart because the organisation gets busier.

It restarts when leadership creates focus.

That usually means one shared diagnosis, fewer priorities, clear ownership and a rhythm that turns decisions into movement.

WHEN THE NEXT MOVE MATTERS

THAT'S USUALLY WHEN I'M USEFUL.

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