



WHEN GROWTH LOSES MOMENTUM

# GROWTH HAS STALLED. NOW WHAT?

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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.

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## 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.

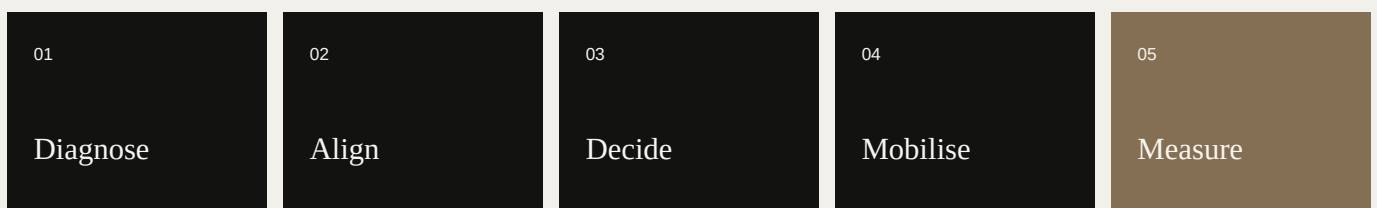


02 / THE QUESTIONS THAT MATTER

# Before choosing a solution, identify the real constraint.

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- 01 Is the problem market demand, the proposition, the commercial model or execution?
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- 02 Which assumptions about customers and growth are no longer true?
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- 03 Where does the organisation lose speed between decision and delivery?
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- 04 Which priorities have owners, and which merely have advocates?
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- 05 What must the CEO personally lead now, and what should be delegated?

A PRACTICAL RESPONSE





# 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.

LET'S TALK ->

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