

27 Challenges of ENTERPRISE GROWTH

Instructions: Circle the number next to the top 5 challenges you are experiencing in your company at this time. Then, compare those 5 challenges to the standard 5 challenges for each stage of growth listed on the Stage of Growth Matrix. The challenges that don't match the universal challenges should be address according to the Gate of Growth Priority. See SOG Matrix.

- 1. Profits are inadequate to grow the company.
- 2. Need for an improved business design.
- 3. Customers are migrating away from your products of services.
- 4. Continual cash flow challenges.
- 5. Limited capital available for growth.
- 6. Employee turnover.
- 7. Hiring quality staff.
- 8. Staff morale and voltage challenges.
- 9. Need for a flexible planning model.
- 10. Need to have better staff buy-in.
- 11. Project management and resource coordination challenges.
- 12. Leadership/staff communication gap.
- 13. New staff orientation.
- 14. Staff training.
- 15. Unclear values throughout the organization.
- 16. Dealing with the cost of lost expertise or knowledge when employees leave.
- 17. Chaotic periods destabilizing the company.
- 18. Organization needs to understand how the company will grow in the future.
- 19. Staff satisfaction impacting the company's profitability.
- 20. Company culture is generally resistant to change.
- 21. The market place and your customers change too quickly.
- 22. Difficulty forecasting problem areas before they surface.
- 23. Difficulty diagnosing the real problem or obstacle to growth.
- 24. Too slow getting your product/service to market.
- 25. Not able to quickly get systems and procedures in place as your company grows.
- 26. Weak product/service development and differentiation in market.
- 27. Challenges expanding sales.

