

# DT Fellowship Simulation Assignment – Growth Consultant, 2025

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## Part 1: Bottleneck Diagnosis Using Prompted AI Dialogue

### Simulated Founder Transcript

"We were doing great for the first 2–3 years. Word of mouth was strong, and our early customers loved us. But now, things have slowed down. My calendar is packed, my team seems confused, and decisions keep coming back to me. I've hired smart people, but somehow, they either leave or end up waiting for me to make every small call. I know I need to delegate, but I feel like no one sees the full picture like I do. Our sales have plateaued despite spending on digital marketing. Some months we push offers, other months we just try things. There's no rhythm. Also, I've avoided hiring a COO because I feel like no one will care about the business like I do. But I'm tired. It feels like I'm holding things together by willpower. What if I'm the bottleneck?"

### 1. Mindset Diagnosis Prompt

- Prompt:

"Based on the founder's transcript, explore whether the founder has a fear of delegation or control issues that might be stalling team autonomy. Identify signs of over-involvement or hesitation to let go."

- What it Uncovers:

To uncover internal beliefs or emotional blocks around trust and control.

- Cialdini Principle:

*Consistency* – The founder may still operate based on past methods that no longer serve the company's scale.

- Avoid Prompt:

"Avoid assuming the founder is the only problem—stay grounded in the transcript."

- Layer:

*Founder's Mental Model*

### 2. Organizational/Systemic Prompt

- Prompt: Review the transcript to identify breakdowns in hiring, onboarding, or role clarity. Are systemic gaps causing team members to underperform or leave?

- What it Uncovers: To diagnose flaws in org design or team structure.

- Cialdini Principle: *Authority* – Employees need role clarity and structural signals to act confidently.

- Avoid Prompt: Do not generalize based on assumptions about startups — use evidence from the founder's words.

- Layer: Talent / Process Capability

### 3. Market/Capability Prompt

- Prompt: Analyze the founder's remarks for signs of poor market fit or mismatched GTM (Go-To-Market) strategy. What gaps exist in customer understanding, pricing, or positioning?
- What it Uncovers: To uncover if the value proposition and growth strategy are aligned with customer needs.
- Cialdini Principle: Liking - If customers don't resonate with the current GTM, conversions drop.
- Avoid Prompt: Avoid guessing market problems not mentioned in the transcript.
- Layer: Customer Strategy / Positioning

Part 2: Growth Readiness Scorecard (GRS)

Summary Table:

Category	Bottlenecks	Experiment / Ritual	AI Prompt to Prototype	Growth OS Stage
Founder Readiness	Fear of delegation, unclear role evolution	Delegation Diary for 2 weeks	“Decision Diary” – Track all decisions for 2 weeks and delegate 30%”	Delivery Engine Breakdown
Team & Systems	Poor hiring fit, unclear roles	Weekly Role Clarity Check-ins	Weekly “Role Clarity Sync” – Each member updates their decision space	Talent Mismatch
Market Fit	Sales flat, weak customer signals	Customer Call Series (5 lost leads)	Monthly GTM Sprint Ritual – Set one experiment/month with targets	Problem-Market Fit

### Part 3: Strategic Reflection

Prompting AI taught me to think like a systems detective. Instead of jumping to solutions, I slowed down and looked beneath surface symptoms. The founder's bottleneck wasn't lack of effort — it was a structure that depended too heavily on them. By simulating this with AI, I could step into the founder's shoes and feel the weight of their decisions.

One principle I'll carry forward: *"Founders must shift from control to clarity."* Growth comes not from working harder, but from designing better rhythms and decision systems.

A Growth Consultant must be a coach (to unlock mindset), an analyst (to read systems), and an operator (to run experiments). This assignment helped me blend those lenses and reaffirmed my belief: *great growth doesn't start with answers — it starts with better questions.*