### **Growth Diagnosis Assignment**

### **Part 1: Bottleneck Diagnosis Using Prompted AI Dialogue**

Our revenues have grown from ₹2 crore to ₹7 crore over the last three years. That reads well on paper, but within it feels like I'm operating at full throttle just to maintain status quo. All high-ticket decisions -- pricing, recruitment, vendor clearances -- still come and land on my table. My managers do not take independent calls, and whether it is due to inability, low confidence, or because they've learned from me incidentally not to take calls decisively and take ownership and push projects forward, I do not know.

In the last year we brought on nearly twenty staff members within six months. It seemed aggressive growth, but complaints from customers skyrocketed as deadlines for delivery passed and quality suffered immensely. I was spending more time apologizing to clients, fixing urgent problems on the fly, and individually chasing updates rather than strategic planning. We definitely need better processes, but spending money on them is cost-prohibitive. I've put off, for instance, purchasing the right CRM system for more than a year. It costs too much money, but on some level I realize we are hemorrhaging solid leads and making key follow-up calls every successive week without it, and it infuriates and demoralizes me more.

Another thorn in our side is our pricing approach. Competitors are cutting prices to grab business. I do not wish to jeopardize our margins, yet at the same time lose market penetration. We have a great product offering, yet we are not quite sure which of our customer bases values us the highest, what they are prepared to pay, and what makes us distinctly different apart from features only. The hardest part is the personal toll. I’m exhausted. Scaling should feel like momentum; instead, it feels like I’m holding everything together with bare hands while the business outruns me — and I’m slowly running out of breath.

**Part 1: Diagnostic Prompts**

1. Mindset-Associated Issues (Founder's Mental Model

Ask:

"Diagnose this founder's reluctance to delegate. Determine if it is fear of loss of control, distrust of team capabilities, or unproven assumption that 'only I can do it right.' Provide customized decision-rights structures to test and not generic advice."

What it shows: Root fears or psychological biases hindering delegation and leadership development.

Cialdinski principle employed: Consistency — appealing based on the founder's own desire for strategic coherence and commitment to professed growth targets.

Negative prompt: “Avoid assumptions not grounded in transcript; do not invent personal backstory.”

Potential layer: Founder's Mental Model

2. Organizational/Systemic Issues (Talent & Process Capability)

Prompt: "Determine if the breakdowns in delivery were due to weak hire fit, fuzzy roles, or non-scalable processes. Prescribe light-weight rituals (e.g., weekly OKR reviews, role charters) to put quality back in place without introducing bureaucratic overhead."

What it uncovers: Structural gaps in operations and team capability.

Cialdini principle used: Authority — using tried and tested structures to gain credibility.

Negative prompt: "Do not recommend tools or technique outside of the scope of revenue delivery or talent alignment."

Potential layer: Talent/Process Capability

3. Market/Capability Alignment (Customer Strategy & Positioning)

Prompt:

"Evaluate the pricing issue: Are we out of alignment with the proper customer segment, underselling value, or simply short on data? Suggest 2-3 pricing experiments (e.g., segment surveys, tiered proposals) that objectively prove willingness-to-pay."

What it reveals: Whether it is a positioning or a value perception gap.

Cialdini principle used: Social Proof — verification of prices based on actual customer signals and not fear-motivated choice.

Negative prompt: "Do not suggest blanket price reductions or unsubstantiated competitor assumptions of actions.". Potential layer: Positioning or Customer Strategy

**Part 2: Growth Readiness Scorecard (Spreadsheet Link)**

| **Category** | **Bottleneck** | **Experiment / Ritual** | **AI Prompt for Simulation** | **Growth OS Stage** |
| --- | --- | --- | --- | --- |
| Leadership & Decision Velocity | Founder bottlenecking all decisions; managers lack autonomy | Decision Rights Matrix + Weekly Delegation Review — founder approves only high-impact calls, managers handle execution | "Model a delegation scorecard where 80% of hiring/pricing/vendor approvals shift to managers. Simulate outcomes on delivery speed and founder time freed." | Talent Mismatch |
| Delivery Engine & Process Discipline | Rapid hiring without systems → quality slipped; CRM delayed | Install lightweight CRM + weekly quality huddle — track lead follow-ups and delivery KPIs | "Prototype a CRM workflow capturing leads, deadlines, and client feedback. Show how missed follow-ups drop by 50% in 3 months." | Delivery Engine Breakdown |
| Market Fit & Pricing Clarity | Pricing pressure from competitors; unclear value segment | Customer Value Mapping Sprint — survey top clients, test 3 pricing tiers | "Generate customer persona profiles ranking willingness-to-pay and key value drivers to validate a premium pricing tier." | Problem-Market Fit |

**Part 3: Strategic Summary**

Prompting forced me to slow down and structure the founder’s chaos into clear layers — personal, systemic, and strategic. By using AI to simulate decisions (delegation frameworks, CRM workflows, pricing experiments), I could see not just what’s wrong but what would happen if we fixed it.

The first essential principle that I will carry forward is "separate symptoms from root causes through structured inquiry." Points of growth bottlenecks are rarely a singular incident-they are entangled together between the founder's mental model, lacking processes, and market knowledge.

A Growth Consultant is a sort of analyst, operator, and coach all at once:

Coach — challenge founder fears with empathy.

Analyst — bring clarity with data-driven frameworks.

Operator — prototype solutions that work in the real world.

This layered approach transforms AI from a shortcut into a true co-pilot, helping diagnose faster, test smarter, and build founder confidence in scaling decisions.