

DT Fellowship Simulation Assignment

Role: Growth Consultant

Title: *Signal to Strategy: Boardroom Thinking for MSME Growth*

Part 1: Bottleneck Diagnosis Using Prompted AI Dialogue

Simulated Founder Transcript (300 words)

"I started this business with a simple goal: to bring high-quality, locally made fashion to middle-income customers. For the first three years, growth was steady. Now it feels like we've hit a wall. I still make most major decisions, even though we have 20 employees. I've tried delegating, but things start slipping when I do. I'm also struggling to hire people who can take ownership. Our marketing hasn't evolved — we're still relying on word-of-mouth and Instagram. We haven't cracked paid ads. We're not sure if customers are churning or just quiet. I feel like I'm always reacting — to problems, delays, drop-offs — instead of steering the ship."

Prompt 1 – Mindset Diagnosis

Prompt: *"Simulate a reflective coaching conversation with the founder. Identify beliefs around control, trust, and fear of delegation that may be holding them back. Focus on underlying mental models, not surface behaviours."*

- **Goal:** Uncover subconscious fears around delegation and decision-making.
 - **Cialdini Principle:** *Consistency* — surfacing whether past patterns contradict present goals.
 - **Negative Prompt:** Avoid generic advice; root insights in founder's language.
 - **Likely Layer:** Founder's mental model.
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Prompt 2 – Organizational / Systemic Issues

Prompt: *"From the transcript, identify specific process breakdowns related to hiring, task ownership, and internal communication. Recommend organizational rituals or role design shifts to rebuild reliability."*

- **Goal:** Map inefficiencies in hiring and delegation.
 - **Cialdini Principle:** *Authority* — redesigning roles to give clearer ownership.
 - **Negative Prompt:** Avoid suggesting org charts without context.
 - **Likely Layer:** Talent / process capability.
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Prompt 3 – Market & Capability Alignment

Prompt: *"Assess the marketing model described. Identify misalignments between the company's growth stage and current acquisition strategy. Recommend lean experiments to validate new channels."*

- **Goal:** Spot GTM gaps and outdated growth levers.
 - **Cialdini Principle:** *Liking* — leveraging customer affinity in new ways.
 - **Negative Prompt:** Don't default to paid ads without customer insight.
 - **Likely Layer:** Customer strategy / positioning.
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Part 2: Growth Readiness Scorecard (GRS)

1. Founder Operating System

- **Bottlenecks:**
 - Over-involvement in decisions
 - Fear of delegation
 - **Suggested Ritual:** *Weekly "Let-Go Review"* — founder consciously offloads one task each week.
 - **AI Prompt:** *"Design a reflective journaling practice to track clarity and discomfort after each delegation moment."*
 - **Growth OS Stage:** *Leadership Bottleneck / Founder Ceiling.*
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2. Team & Process Capability

- **Bottlenecks:**
 - Undefined roles, lack of accountability
 - No structured review rhythm
 - **Suggested Ritual:** *Monday "Mission Meeting"* — 30-min review of priorities + RACI ownership.
 - **AI Prompt:** *"Simulate a team agenda that balances accountability without micromanagement."*
 - **Growth OS Stage:** *Delivery Engine Breakdown.*
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3. Market Strategy & Customer Insight

- **Bottlenecks:**
 - Reliance on passive channels
 - No churn or retention tracking
- **Suggested Ritual:** *Monthly "Customer Echo"* — 3 structured interviews turned into growth insights.

- **AI Prompt:** “Draft 5 emotional interview questions to uncover why middle-income customers disengage.”
 - **Growth OS Stage:** *Problem-Market Fit Drift.*
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Part 3: Strategic Summary (≤200 words)

AI didn't just answer — it sharpened the *questions*. By probing the founder's transcript through mindset, process, and market lenses, I could see how the real bottleneck wasn't weak marketing or slow hiring, but the founder's instinct to hold on too tightly. Control was both the shield and the ceiling.

The principle I'll carry: **treat tension as signal, not noise**. When delegation feels uncomfortable, or when growth stalls, the discomfort is pointing to the system's stuck point.

A Growth Consultant must wear three hats: *Coach* (to surface fears), *Analyst* (to map systemic cracks), and *Operator* (to design experiments that unlock flow). Leaning on one lens misses the whole picture; growth comes from holding empathy and execution in the same frame.

I don't want to just fix bottlenecks. I want to help founders *name them bravely* and design rituals that turn breakdowns into breakthroughs.

- This final solution blends:
- **Your grounded transcript & rituals**
- **My structured rubric alignment & clarity**
- **A reflective yet actionable summary**