
IDEABRIDGE



The IdeaBridge White Paper Series:
Internal Blockades to Growth



INTERNAL BLOCKADES TO GROWTH

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Summary

Despite well-defined plans and published statements outlining their growth initiatives, most companies are held back by their own internal obstacles to growth. This brief outline summarizes the primary causes for stalled growth initiatives.

- Leadership's unwillingness to "face reality"
 - Denying that market changes impact their process
 - A feeling that they are already doing everything they can
 - Ignoring, denying or distorting the current market reality
 - Assuming that competitors cannot keep up their current pace
 - Reluctance to address potential problem spots early on in the process
 - Unwilling to accept that they may have the wrong people in certain roles
- Unrealistic Performance Expectations
 - Setting unrealistic expectations, then not allowing change to take place
 - Expecting radically-enhanced results without having to make any changes
 - Leaving escape-hatches and ready-made excuses for those who miss goals
 - Valuing explanations ("excuses") for inaction as highly as results
- Weak Leadership and follow-through
 - Allowing non-performers immunity; a lack of consequences
 - Vacillation and wavering due to complaints and push-back from the nay-sayers
 - An overly democratic approach with excessive collaboration
 - Failure of the leaders to openly support the changes and new desired behaviors
 - Failure to acknowledge that the current "process" may be part of the problem
- Ineffective Sales and Work Process
 - Chasing too many goals
 - Setting unrealistic goals
 - Setting goals and targets that cannot be simply measured
 - Lack of a defined and agreed upon work process
 - Infrequent or ineffective progress reviews
- Outdated and Wasteful Work Practices
 - Following old, familiar routines
 - Staying the course because it's always been done that way
 - Great reluctance to change old habits or adopt new methods
- Cultural Blockades to the Business Development Process
 - Over-attachment to the past and the way things have always been done
 - Letting each employee or unit go their own way, chart their own course
 - Lukewarm compliance or subtle sabotage by the opinion-molders
 - Lack of vision of what could be. A comfort zone. Don't want to rock the boat.