



5 Questions Every Executive Leader Should Answer to Scale

Growth is not just about market opportunity. It's about whether your organization is truly built to scale. Many companies stall due to internal misalignment, outdated structures, or leadership blind spots.

1. Do You Have Complete Transparency Across Your Organization?

- Are your senior leaders openly sharing challenges—or protecting their areas?
- Do team members feel safe raising issues before they become problems?
- Are you receiving unfiltered insight, or a curated version of reality?

Growth Insight: Limited transparency today often leads to compounding issues as the business scales.

2. Are You Open to Solutions That Challenge Your Current Model?

- Are you willing to rethink how things have always been done in your company or industry?
- Would you consider new go-to-market approaches, new channels, pricing strategies?
- Are decisions driven by data and outcomes—or familiarity and past success?

Growth Insight: Future growth typically requires evolving beyond the strategies that built the current business.

3. Do You Have Clearly Defined Revenue and Profit Targets?

- Do you have specific, measurable goals for 12, 24, and 60 months?
- Are these goals tied to a clear execution roadmap across teams?

Growth Insight: Sustainable growth is driven by both revenue expansion and disciplined profitability.

4. Do You Know What You're Building Toward?

- Is your objective clearly defined (growth, exit, lifestyle, transitional leadership, legacy)?

Growth Insight: Clear long-term direction helps ensure consistent, aligned decision-making.

5. Are You Willing to Evolve Your Operating Model for Efficiency and Scale?

- Are you open to organizational restructuring or role realignment?
- Are you willing to incorporate AI-driven tools to enhance decision-making and speed?
- Would you leverage outsourced or fractional expertise as part of a smarter hiring strategy?

Growth Insight: Scaling organizations succeed by evolving how work gets done—not just increasing headcount.

Growth comes from doing the right things differently—and at scale. Schedule a 15-Minute Discovery Call to see how 1st Source can be your partner in breakthrough business strategy.