

Three questions to find your axis

A diagnostic for the company caught between its revenue target and its market focus.

From "A strategy needs one dominant center of gravity" · An analysis at ComplexDiscovery.com

01 Which one won?

When your revenue target and your market focus last gave opposite orders in a deal review, which one won, and who decided? The honest answer names your actual center of gravity, regardless of what the strategy document claims.

02 Where did the pressure surface?

Where did last quarter's applied pressure surface this quarter? Tracing one pressure-and-effect cycle through your own organization makes the displacement visible and reassigns symptoms to their true causes.

03 Number or market?

Does your company describe itself by its number or by its market? The language of self-description is where the real gravity hides in plain sight.

THE FAILURE MODE IS NOT RANKING REVENUE FIRST FOR A SEASON. IT IS NEVER RANKING AT ALL.