

# 9 STUCKS

(TO HELP YOU GET UNSTUCK)

## DITCH



- Extended family conflict over long-term strategy
- Personal interests not aligned with business interests
- Family taking out too much \$\$\$ from the business
- Domineering management style

## SLOW LANE

- Culture
- Strong CFO but other weak links on the management team
- Employee not accountable to measurables
- Weak incentive plan
- Unmotivated team



## MOMENTS



- Shoot from hip/"lip"
- Short fuse (temper)
- Anger flashes

## MAZE

- High SGA expenses
- Too much cash coming out
- Gross margin going wrong direction
- Not generating enough cash to pay down L/T debt
- Tight or no line of credit to ease normal ups & downs
- Warranty claims way out of line



## FOG



- Core product line is the "80" in 80-20 Pareto analysis
- The remaining 20 are absolute dogs
- We're selling too many items in our portfolio as loss leaders

## TRAFFIC

- Aggressive price discounting by salespeople overreaction
- Lowering our price is our salespeople's first option
- Our prospect's know more about us than we do



## RUT



- Old fashioned sales process
- Weak digital footprint presence
- Migration from legacy to digital not clear
- Customers push us around like a tackling dummy

## ROUGH

- No \$\$\$ to upgrade old equipment
- Weak quality system in place
- Too many RMAs
- Too many unfavorable Yelp Reviews



## OVERWHELM/ISOLATION



- Significant other complains that I love the business more than I love them
- On an airplane 30 weeks a year
- No time for self-care
- No time for kids