



5 SIGNS YOU NEED A STRATEGIC RESET

***HOW TO SPOT THE
HIDDEN SLOWDOWNS
HOLDING YOUR BUSINESS BACK***

WHY THIS MATTERS

You've grown. You've moved fast.
But lately, something feels... **off**.



You're not alone. Many businesses reach a point where yesterday's **strategy** doesn't quite work anymore - but it's hard to tell why.



These patterns show up consistently in the companies I work with - from early-stage startups to established teams.



This quick guide gives you 5 signs your business may need a **strategic reset** - and what to do about it.



1. YOU'VE STALLED - AND CAN'T SAY WHY



Sales are flat or inconsistent. Your team's busy but progress feels slow. You're executing...
but to what end?

Quick check: What metric has not moved in 90 days?

If you can't answer this in 30 seconds, you likely have a clarity gap.

This is often where a proper strategy reset starts.



2. NO ONE AGREES WHAT SUCCESS LOOKS LIKE



Ask five team members what your **top goal** is - get five different answers.

That's a clarity problem.



*Quick check: Ask your team (or yourself): what's the #1 priority this quarter?
If the answers don't match, your strategy isn't clear - it's fragmented.
Fragmented strategy rarely delivers results.*



3. YOU KEEP SOLVING SYMPTOMS, NOT ROOT CAUSES



You tweak the website.

You try new hires.

You rebrand.

But the **deeper issues** stay untouched.

*Quick check: List the last 3 changes you made (hires, tools, campaigns).
What core problem were they solving?*

*If the answer is vague or different each time, you're treating symptoms -
not the system. That's where most time and budget quietly disappear.*



4. THE OUTSIDE WORLD CHANGED - BUT YOUR STRATEGY DIDN'T



Markets, tools, customers...
they've moved on.

Have you kept up?

***Quick check: When did you last challenge your core assumptions -
customer, pricing, channels?***

***If it's been over 6-12 months, you're likely operating on outdated thinking.
Markets move faster than most strategies do.***



5. YOU'RE IN REACTIVE MODE ALL THE TIME



Always responding,
rarely leading.

Strategy should give you
space to ***think ahead*** -
not scramble constantly.

*Quick check: How much time did you spend last week thinking ahead vs. reacting?
If it's mostly reactive, you're not leading the business - you're chasing it.
Strategy should create space, not constant urgency.*



WHAT A STRATEGIC RESET LOOKS LIKE

➤ A strategic reset doesn't mean burning everything down. It means:

- ◆ **Reconnecting to your vision**
- ◆ **Clarifying what matters most**
- ◆ **Creating a path your team can follow**
- ◆ **Saying "no" to what no longer serves you**

If you recognised yourself in 2-3 of these signs, it's usually time to step back and reset properly. This is exactly what we do in a focused session - cut through the noise and map what actually matters.



NEXT STEPS

Ready
to get
unstuck?

➤ **Book a Free Discovery Call**

➤ **Explore my Mini Strategy Lab for
fast, focused clarity.**

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