

3 Post-PMF Growth Challenges Founders Face

Post-PMF: founders need systems, not just effort.

Scaling after PMF is hard.

Old tactics fail, growth feels chaotic.



CHALLENGE #1

Growth Feels Unpredictable

The Problem

Pipeline is erratic. Forecasting is a guess. Deals slip often.

Inconsistent rhythm hurts even strong pipelines.

The Solution

Implement weekly revenue rhythm. Focus on hygiene, next steps, coverage, blockers.

Cadence brings predictability, not luck. Forecast growth, don't just hope.

Quick Win

Hold 30-min Monday pipeline reviews. All deals move, stall or die.



CHALLENGE #2

Founder Bottleneck

Symptom

Key decisions funnel to you.
Teams await approval.
Growth slows.

Root Cause

Teams lack clear ownership.
Escalation feels safe, but
slows.

Real Cost

You limit company speed.
Talent gets frustrated. Growth
stalls.

Solution

Define clear decision rights for teams. Appoint true owners, accountable for outcomes.

Enable repeatable execution. Teams move fast with ownership.

CHALLENGE #3

GTM Story Blurs

Team growth creates fuzzy GTM stories. Inconsistent pitches hurt sales and clarity.

Sharpen ICP

Define ideal customer profiles. Target specific companies, not broad markets.

Define Core Use Cases

Identify 2-3 key problems you solve. Focus your story on these solutions.

Create Default Plays

Develop repeatable sales plays. Use clear proof points and ROI models.

Clear messages drive conversions.
Prospects understand your value faster.
Sales confidence grows.

Install Your Growth OS



Cadence

Predictable weekly rhythms.



Clarity

Clear decisions.
Repeatable plays.



Accountability

Track outcomes, not just activity.

Scale from hustle to system. Achieve repeatable excellence.

Growth brings challenges. Systems prevent slowdowns.

Start small: document one workflow. Small systems compound for growth.