DYNAMICNATIVE / PROBLEM-LED GROWTH™

The Problem-Led Growth Map

When growth gets harder, don't immediately add more channels. Find the commercial constraint first.

USE THIS WHEN

Pipeline weakens, sales cycles stretch, CAC rises, or outbound gets ignored.

START WITH WHAT YOU'RE SEEING

SYMPTOM	WHAT IT MAY ACTUALLY MEAN	QUESTION TO ASK
Pipeline is weak	The accounts may fit on paper but lack an urgent enough problem.	**What problem makes an account worth pursuing now?**
Outbound gets ignored	The message may describe the solution instead of a problem the buyer recognizes.	**What problem does the buyer already know they have?**
Leads arrive, Sales dislikes them	Marketing and Sales may be using different definitions of a valuable buyer.	**Who actually owns the problem we solve?**
Meetings happen, deals stall	Interest exists, but urgency, value or proof may be insufficient.	**Why should this buyer act now rather than later?**
Sales cycles get longer	The buying problem may involve more people, risk or proof than the GTM acknowledges.	**Who has to believe what before a deal can move?**
Prospects like it but don't buy	The proposition may be interesting without being economically important.	**What happens if the customer does nothing?**
CAC keeps rising	More distribution may be compensating for weak commercial fit.	**Are we scaling something the market has validated?**
Growth plateaus despite activity	The constraint may be strategic rather than executional.	**Which assumption underneath the GTM model is wrong?**

6 QUESTIONS TO ANSWER BEFORE YOU SCALE

01 / PROBLEM

What expensive problem are we trying to own?

Start with what is happening in the customer's world - not what your product does.

02 / BUYER

Who feels it, owns it and pays to fix it?

Those may be different people. A useful buying model names each role.

03 / WHY NOW

What turns the problem into a priority?

Look for an event, pressure or change that creates urgency now.

04 / VALUE

What changes if the problem is solved?

Translate the problem into commercial, operational or personal impact.

05 / PROOF

What must the buyer believe before they act?

Proof removes risk. It belongs inside the GTM system, not at the end.

06 / EVIDENCE

Which parts of the strategy are actually proven?

Separate what you believe from what buyer behaviour has demonstrated.

ASSUMPTION or EVIDENCE?

For every important statement in your GTM strategy, ask what supports it.

Right ICP? What evidence?

Main problem? What did buyers say?

Strong message? What behaviour proves it?

Good offer? Are buyers advancing?

WHAT TO DO NEXT

All six clear + evidenced? Scale carefully.

One or two weak? Test those assumptions first.

Several unclear?
You may have a GTM validation problem, not an acquisition problem.

THE SIMPLE RULE

Don't scale the activity until you've validated the commercial logic underneath it.

PROBLEM-LED GROWTH™ VALIDATION

Find the problem worth owning. Prove who cares. Scale what works.

NEXT: TAKE THE PROBLEM-LED GROWTH™ SELF-ASSESSMENT