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Work with Sammie



CEO Blind Spots That Kill Growth



What I See Most Often in Scaling Companies

When companies hit a growth spurt, CEOs often think the hardest part is behind them. But in my work with founders and executives, I've seen that the real danger isn't in what you *know*—it's in what you *don't see coming*.

Blind spots can quietly stall momentum, erode culture, and cost millions in missed opportunity.

Here are three of the most common ones:

1. Hiring for Today, Not Tomorrow

Fast-growing companies often hire reactively: filling gaps instead of building for the future. The result? A team that's always one step behind the company's needs.

Shift your mindset: hire for where you're going, not just where you are.



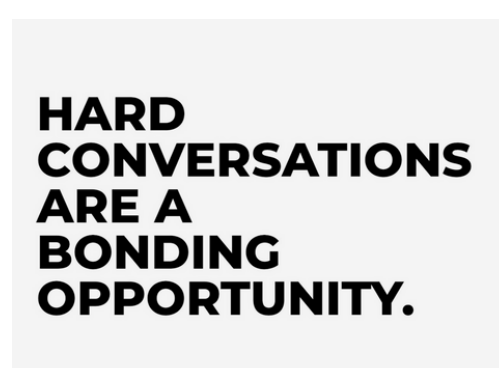
2. Confusing Revenue with Repeatability

A surge in sales feels like success—but is it sustainable? Many CEOs overlook whether their revenue engine is repeatable, scalable, and coachable. Without that, growth turns into a spike instead of a curve.



3. Avoiding the Hard Conversations

As companies scale, small cracks in alignment become major fractures. CEOs who delay tough conversations—around performance, priorities, or culture—end up leading teams that look busy but lack clarity.



4. Staying Stuck in the Weeds

Founders who try to keep doing everything themselves limit growth to the size of their own bandwidth. Scaling requires letting go, delegating, and trusting leaders to lead.



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The Bottom Line: The best CEOs aren't perfect—they're proactive. They seek out blind spots, invite feedback, and build systems that outgrow them.

Want a Clearer View of Your Growth Path?

I help CEOs and founders uncover the blind spots holding them back and build strategies for sustainable scale.

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