

Gap International

A Consulting Company

The Growth Readiness Playbook

Your roadmap to diagnosing and
igniting enterprise growth



Welcome

Let's cut to it: Growth doesn't stall because of weak strategy. It stalls because of unseen barriers—unspoken assumptions, misaligned priorities, siloed behaviors, and cultural inertia hiding in plain sight.

This playbook is your roadmap to spot those hidden friction points, assess your true growth readiness, and activate change that sticks.

NO EMPTY WORDS. NO HYPE.

Just the proven process we've used to help clients unlock:

- \$63M saved in one year
- \$4B+ in revenue growth
- Cultural momentum that leapfrogs competitors

Ready to ignite absurdly ambitious outcomes? Let's go.

WHAT YOU'LL FIND INSIDE



Tools to move from intention to impact—starting at the top



Methods to identify invisible mindset barriers limiting performance



The 2-phase framework to assess readiness and drive transformation



Real-world case studies and exercises used by leading companies

Baseline and Diagnose

Before you can grow, you must see clearly.
This phase surfaces the hidden dynamics shaping
your organization's ability to scale.

1 EXECUTIVE MINDSET INVENTORY

Implement a diagnostic tool that reveals:

- Where executive beliefs support vs. stall growth
- How team dynamics support or hinder success, risk, ownership, and innovation
- The subtle ways legacy thinking influences decisions

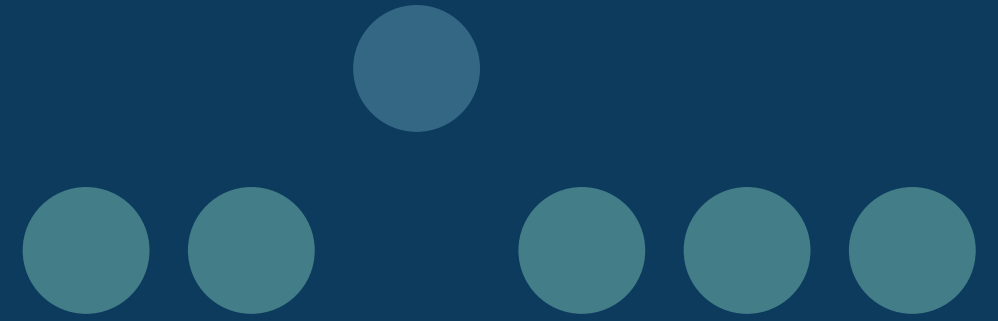
ACTION

Complete a mindset inventory across your leadership teams. Debrief findings anonymously to prompt honest discussion.



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2 ALIGNMENT MAPPING ACROSS SILOS

Misalignment is expensive. When launching a bold new strategy, map strategic disconnects across functions and leadership layers, including:

- Vision and goal gaps
- Cultural friction points
- Conflicting definitions of “winning”

ACTION

Conduct cross-functional interviews to highlight where misalignment exists—then co-design a path to unity.

3 INTENTION VS. BEHAVIOR ANALYSIS

Your org is not what it says it values—it's what it consistently practices. This analysis uncovers:

- Where leadership behaviors work against stated goals
- Moments where urgency trumps alignment
- Unseen performance drags due to behavioral dissonance

ACTION

Document 3–5 recent strategic initiatives. Analyze where and why they succeeded or stalled—then reverse-engineer the patterns.

Activate and Transform

Once you’ve diagnosed the system, it’s time to shift it—from the inside out.



4

EMBEDDING OWNERSHIP CULTURE

Accountability isn’t a policy—it’s a mindset. And it starts at the top. This builds a culture where:

- Leaders take radical ownership of outcomes
- Feedback becomes fuel, not friction
- Teams operate with urgency, clarity, and trust

ACTION

Identify current leadership “ownership gaps” and redesign team norms to reinforce collective ownership and accountability.

5

STRATEGIC COACHING FOR BREAKTHROUGH LEADERSHIP

Don’t offer generic executive coaching. Implement coaching that delivers precision-tuned mindset change for executives who need to lead differently to grow faster.

Focus on:

- Identifying limiting patterns
- Increasing tolerance for ambiguity and risk
- Building capacity for alignment under pressure

ACTION

Assign coaches to the top 5–10 leaders and set KPIs that require breakthrough leadership.

Activate and Transform

Once you've diagnosed the system, it's time to shift it—from the inside out.

6

LEADERSHIP KPIs THAT ACTUALLY MOVE THE NEEDLE

What gets measured drives what gets prioritized. When installing KPIs, consider those that:

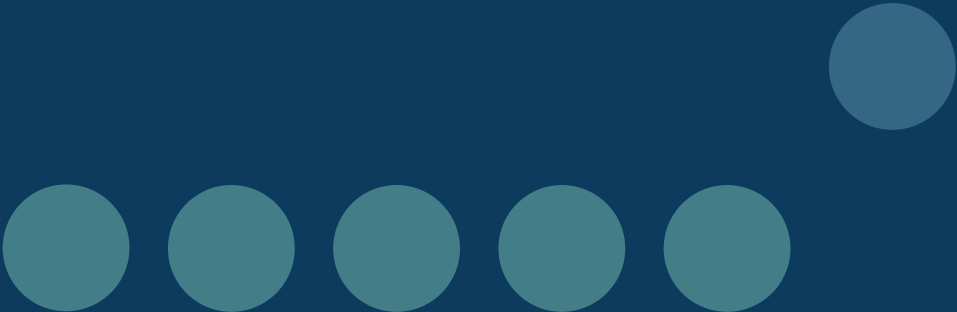
- Reinforce growth behaviors (as well as outcomes)
- Track cultural momentum alongside business results
- Tie individual actions to enterprise-wide goals

ACTION

Update KPIs to reinforce the behaviors as well as the outcomes you're working to drive. Replace lagging metrics with forward-looking KPIs that drive the strategy and require leadership expansion and alignment.



This Works



GLOBAL TECH FIRM

Used mindset inventory to uncover cross-cultural decision-making friction

\$12M
Saved in Duplicated R&D Effort



MANUFACTURING CONGLOMERATE

Embedded ownership culture in plant-level leadership

17%
Increased Overall Equipment Effectiveness Within 6 Months



HEALTHCARE ORGANIZATION

Transformed exec team dynamics with breakthrough coaching

\$4B
in Annual Revenue for the First Time in Company History

Growth isn't a department. It's a discipline

The companies that win don't wait for alignment—they create it. They don't talk about culture—they live it. They don't delegate transformation—they lead it.

This playbook is your starting point. Use it to:

- Pressure-test your leadership mindset
- Spot the cultural friction points slowing your progress
- Build a system where breakthrough growth becomes inevitable



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Ready to activate it? Start with a conversation that matters.

Need help implementing this playbook inside your organization?
Let's talk.

www.gaplightning.com

