



How to Get Beyond the Revenue Growth Plateau

Growth isn't linear, but being stuck for extended periods can make you feel like things will never change. Here's how to drive it further.

by [Patrick Flesner](#)

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www.unloggrowth.com

One of the key issues facing leaders right now is how their companies can overcome the challenge of plateauing revenue growth. Some recommendations:

Understanding the S-curve

All leaders must recognize and understand the inevitability of the S-Curve in a company's revenue growth trajectory. In its initial stages, as a company rolls out a new product or service, revenue growth tends to be modest. This is the period where the firm is actively seeking product-market fit. Once achieved, there's a pronounced revenue growth acceleration. However, as time progresses, various factors like market saturation, evolving consumer preferences, and increased competition cause this growth to taper, leading to the characteristic S-shaped curve. Being acutely aware of these phases is essential for effective leadership.

The game-changing power of innovation

There are many sources for sustaining revenue growth, but only profound innovation has the potential to shift an entire growth trajectory. Such innovation isn't just about incremental improvements in product, service, or business model, it's about making radical adjustments and finding innovative and groundbreaking new ways to run

businesses and **delight** customers. Hence, effective leaders never settle, and always encourage and demand real innovation.

The role of exceptional teams

But how do effective leaders ensure radical innovation truly happens? The answer lies in their teams. Exceptional teams--those that are functionally aligned and culturally in sync--are the backbone of deep innovation. This is why effective leaders assemble teams that aren't afraid to dream big and embrace the values of teamwork, fast failure, and rapid iteration.

Cultivating the right culture

To attract stellar talent that embraces these values, effective leaders create a culture that doesn't just tolerate innovation but champions it at every turn. They create culture and spaces where radical--and sometimes even seemingly outlandish--ideas get celebrated, risk-taking is encouraged, and failures are seen as stepping stones to success.

The true journey of effective leaders

There's a common saying that leaders should "know the way, show the way, and go the way." I respectfully challenge this notion. This is the trap that misleads many leaders I have been coaching, making them believe leadership equates to having all the answers. In reality, true leaders:

- Pursue a deep purpose
- Have an intriguing vision that attracts strong talent to follow
- Ensure that this strong talent embraces shared values, like teamwork
- Orchestrate this talent to jointly find a way to turn vision into reality
- Walk the way together with their teams

Effective leaders are visionaries. They harness compelling purposes, inspire with vivid visions, and construct teams bound by trust and shared values. These leaders don't dictate the path; they craft it alongside their teams. They create shared goals and joint plans that enable their teams to execute and turn vision into a tangible reality.

The journey to sustainable business growth is intricate, but with the right leadership approach, getting beyond the plateau is possible. As leaders, you do not have to know the way, show the way, and go the way. Together with your strong teams, you will find the way and walk the way.

Want to know more?

If you are interested in learning more about how we can help you lead and scale your business to success, please [reach out](#), check out Patrick's growth handbook '[FastScaling](#)' or read his leadership book '[The Leadership House](#)'. You can find more information about us at: www.unloqgrowth.com.