

- **Point16's**
Principles of
Business
Growth Cliffs

SWIPE



Growth Cliffs

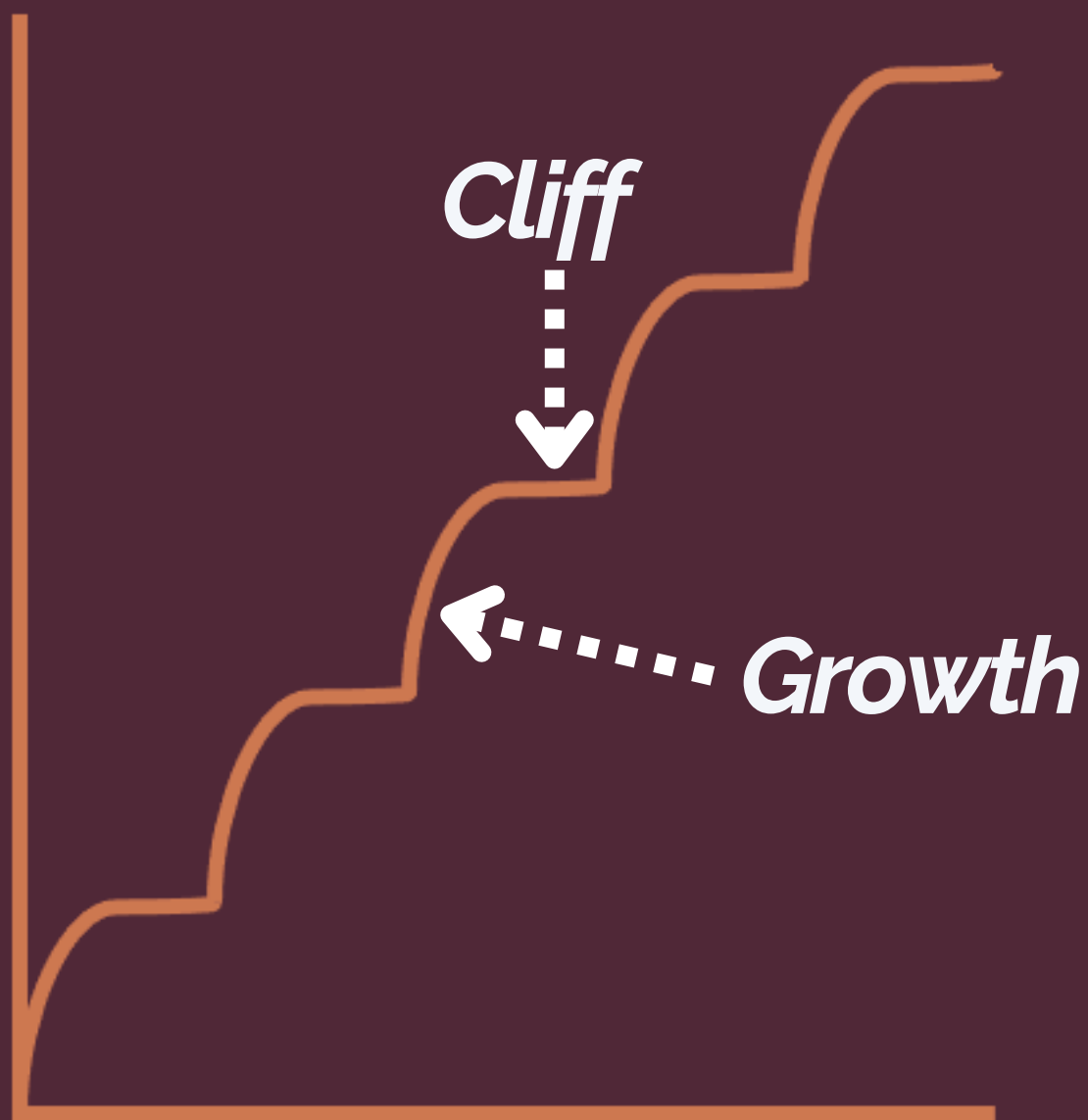
If you're doing things how you've always done them, and it is getting harder and harder to produce the same level of revenue growth then you might have just hit a growth cliff.



KEEP SWIPING

Growth Cliffs

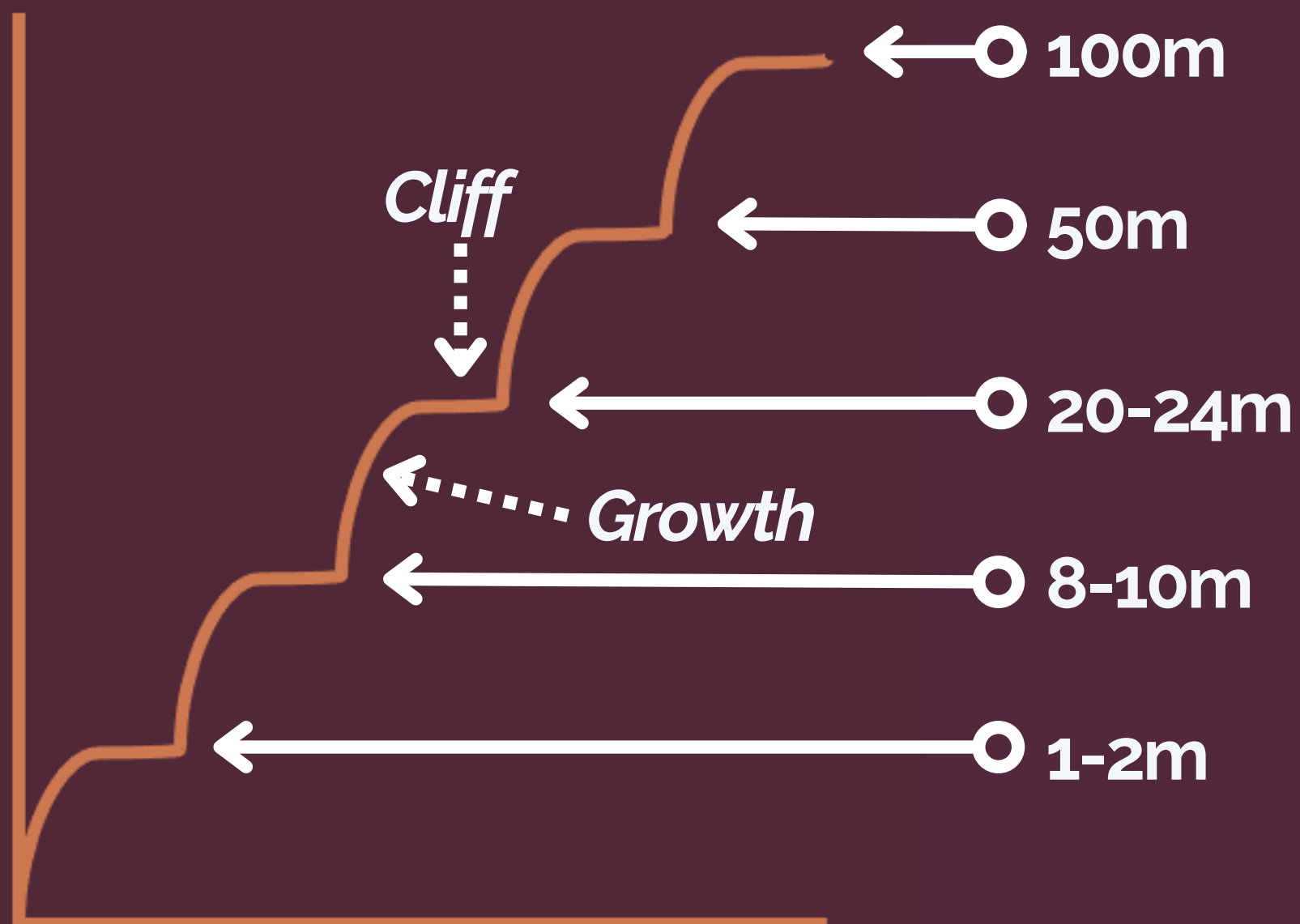
A growth cliff refers to a sudden and significant slowdown in a company's growth trajectory, often after a period of rapid expansion. Understanding and navigating these growth cliffs is crucial for sustained success.



KEEP SWIPING

Growth Cliffs

These growth cliffs tend to occur naturally at certain revenue milestones.



KEEP SWIPING

Growth Cliffs

Typically, when you are growing your resources will be well allocated. As growth slows, it's time to assess and adjust how your business operates.



Because, what got you "**Here**", likely, won't get you "**There**".

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