



# Five Signs You're Solving the Wrong Problem (And What to Do About It)



# What's Holding You Back?

Most business owners are smart, capable people solving the wrong problem. Not because they're bad at business, but because you can't see your own blind spots. We're trained from day one to find answers, not to question whether we've identified the right problem in the first place.

Here are five signs you've misdiagnosed what's holding you back and what to do.



# #1: You've tried multiple solutions, but nothing sticks

You've hired consultants. You've implemented new systems. You've changed your approach. But six months later, you're back where you started...or worse.

## **What's really happening**

When the real problem is positioning, but you're solving for process, no amount of optimization will move the needle. When the issue is an outdated business model, but you're tweaking your marketing, you'll keep spinning your wheels.

Solutions fail when they're solving for the wrong constraint.



## #2: You're working harder but seeing diminishing returns

You're putting in more hours. You're saying yes to more projects. You're pushing harder than ever. But revenue isn't growing, and you're exhausted.

### **What's really happening**

This is the clearest sign that effort isn't your issue. The real issue is usually structural: unclear positioning, broken systems, over-reliance on the founder, or a business model that doesn't scale.

Working harder just burns you out faster.



## #3: You keep saying, "Once I fix X, everything else will work."

"Once I close this deal, I'll have breathing room."

"Once I hire someone, everything will get easier."

"Once I launch this new offer, revenue will take off."

Yet, fixing that one thing never quite solves it. There's always another needed fix on the horizon. You find you're constantly playing 'whack-a-mole.'

### **What's really happening**

That one thing you're fixated on is probably a symptom, not its cause. You're chasing the visible problem instead of diagnosing what's underneath. Real constraints don't announce themselves. They hide behind symptoms that feel urgent.



## #4: The same problems keep showing up in different forms

You fix cash flow issues, then three months later, cash is tight again. You clarify your offer, but clients still seem confused. You streamline one process, and chaos pops up somewhere else.

### What's really happening

Repeating patterns signal you're treating symptoms, not addressing the root cause. If the same type of problem keeps resurfacing, you haven't found the real issue yet. The pattern is trying to tell you something.



## #5: You can't clearly explain why your business isn't growing

When someone asks what's holding you back, you say "I don't know" or list five different things. You have theories, but nothing definitive.

### What's really happening

"I don't know" usually means the real constraint is hidden. You're too close to the business to see what's actually blocking you. This is where an outside perspective makes the difference. It can help you see what you can't see on your own.



# What to Do

If you recognized yourself in any of these signs, here's how to start fixing it:

## **Step 1: Stop adding solutions**

Before you hire another consultant, launch another offer, or implement another system, pause. More solutions won't help if you're solving the wrong problem.

## **Step 2: Look for the pattern**

Ask yourself: What keeps repeating? Where do I keep getting stuck? What have I tried that didn't work, and why didn't it work? The pattern will point you toward the real constraint.

## **Step 3: Get an outside perspective**

You can't diagnose your own blind spots. Talk to someone who can see what you can't—whether that's a trusted advisor, a peer, or a coach who specializes in diagnosis.



# What to Do

## **Step 4: Test your hypothesis**

Once you think you've identified the real issue, test it. What would change if this were actually the constraint? What would you do differently? Does that feel like it would move the needle?

## **Step 5: Fix the real issue first**

Once you know what's actually holding you back, focus there. Don't get distracted by symptoms. Solve the constraint, and everything downstream gets easier.



# Need help finding the real issue?

## Book a Revenue Reset Session

This 90-minute diagnostic session identifies what's blocking your revenue. We examine what you've tried, why it didn't work, and what's really impacting your sales. You'll walk away knowing exactly what to fix first and how to do it.

Investment: \$395 one-time



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