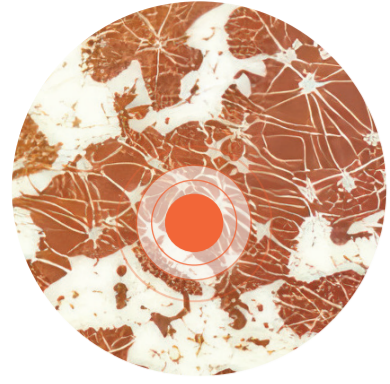


# Restoring Momentum Through Leadership Alignment

FROM STALLED GROWTH TO RENEWED CONFIDENCE AND SCALE



Trusted Advisory: Olaf Sell

Location: Munich, Germany

Client: JUSTGROW | Industry: HR/Digital Platform Services

## THE CHALLENGE

When Olaf began working with the leadership team, the company was objectively successful—but momentum had stalled. Growth had slowed, complexity had increased, and the organization felt heavy, particularly at the executive level.

Confidence and mutual trust within the C-suite had eroded. Decisions took too long, priorities shifted frequently, and there was no shared picture of what the next chapter of growth should look like. While ambition remained high, alignment, leadership rhythm, and strategic direction were missing.

The organization needed more than incremental improvement—it needed renewed clarity, trust, and ownership at the top.

## OLAF'S ROLE AS TRUSTED ADVISOR

As a Growth Advisor, Olaf partnered with the leadership team to help them reclaim clarity, confidence, and collective responsibility for the company's future.

The work began by defining multiple three-year growth scenarios and translating them into a clear One-Page Growth Plan, establishing a focused strategic corridor rather than a scattered set of initiatives.

Through structured alignment sessions, the introduction of a new leadership rhythm, and ongoing provocative—but constructive—sparring, Olaf helped the team move from cautious debate to confident decision-making. The work connected vision, leadership behavior, and execution discipline, while strengthening trust and shared accountability across the executive team.

## BREAKTHROUGH & OUTCOMES

Over time, a shared growth narrative emerged, trust was rebuilt, and decision-making became faster, clearer, and more deliberate.

Together, the team:

- Identified and closed critical structural gaps
- Hired a strategic “wingman” for the CEO
- Added key AI and digital leadership roles
- Restructured leadership responsibilities around clarity and accountability

Within two years, the company accelerated from €70M to over €100M in revenue, driven by a leadership team now operating with alignment, confidence, and a renewed sense of purpose—even within a highly competitive market environment.

## REFLECTION

It was deeply inspiring to see the leadership team working—and laughing—together again while boldly shaping the future of their organization.

Moments like this remind me why I do this work: helping strong mid-sized companies navigate uncertainty and grow with confidence and clarity. Contributing to the strength and resilience of the Mittelstand—the backbone of German society—fills me with pride and purpose.

