YOUR QUICK TOUR

Find the signal before the crisis

Most trouble grows quietly. Simple evidence and early action can protect choices, cash and trust.

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YOUR FINISH LINE

A short list of warning signs, three numbers you will watch, one repair experiment and one clear stop-or-continue rule.

01 / MEET YOUR GUIDE

Lena is busy - but the bakery is weakening

Fictional example: Lena, her bakery, customers and results are invented.



THE BUSY TRAP

Orders keep Lena moving, so she assumes the business is healthy. She discounts popular items, buys too much stock and never checks which sales leave enough cash.

THE SIGNALS

Waste rises, regulars return less often and supplier bills arrive before customer cash. Lena stops adding new products and measures demand, margin and waste.

THE LESSON

One bad week does not prove failure. A repeated pattern does. Lena survives by replacing activity with evidence and fixing the weakest link first.

02 / SEE THE PATTERN

Businesses rarely fail for only one reason

A weak assumption can trigger several problems. Follow the chain instead of blaming one person or event.

WEAK DEMAND

Too few suitable customers care enough to buy, return or recommend the offer.

UNCLEAR VALUE + PRICE

The offer is hard to understand, too broad, underpriced or expensive to deliver.

CASH PRESSURE

Money arrives after bills are due, stock sits unused or fixed costs grow faster than reliable sales.

DELIVERY STRESS

Quality slips, the founder becomes the bottleneck and customers lose trust.

BREAK THE CHAIN

Write the visible symptom, then ask "what caused this?" three times. Test the earliest cause you can influence.