



THE PATHWAY TO SCALE MULTIPLIER

THE PATHWAY TO SCALE MULTIPLIER Who Creates Profit. Who Protects It. Who Quietly Erodes It.

1

TASK TAKER

1x Return

They execute what they are told. They confuse activity with outcome. Their work depends on your direction and stalls without it.

YOU KNOW THEY'RE A TASK TAKER WHEN:

- They ask "what's next?" instead of "what's the goal?"
- Their performance depends on constant management
- They count their hours, not their outcomes
- Their absence creates relief, not a gap
- Their role has not evolved in 12+ months

2

PROBLEM SOLVER

3x Return

They take ownership of their lane. They identify issues and resolve them. They make your day easier, but they work inside the system you built.

YOU KNOW THEY'RE A PROBLEM SOLVER WHEN:

- They bring you solutions, not problems
- They own their numbers and their domain
- They notice friction and fix it without being asked
- They train and coach others informally
- They free up your calendar but not the company

3

SCALE MULTIPLIER

5x - 10x Return

They redesign the machine. They build systems that make everyone else better. They do not just hit their numbers, they raise the ceiling for the whole team.

YOU KNOW THEY'RE A SCALE MULTIPLIER WHEN:

- They change how the company operates, not just their role
- Revenue, capacity, or speed measurably improves around them
- They identify problems you did not know existed
- They make you a better CEO

REFLECTION • MAP YOUR TEAM

List your top 5 direct reports.

Mark each as T (Task Taker), P (Problem Solver), or M (Scale Multiplier)

1 _____ T P M

2 _____ T P M

3 _____ T P M

4 _____ T P M

5 _____ T P M

Who could become a Scale Multiplier with the right structure?

What is keeping them at T or P right now?

My committed next move: