

## Revenue Plateau: Capacity, Pricing, and Staffing Misaligned

How a Fractional COO finds the real constraint and builds a plan to unlock the next level



# Markland VENTURES

We worked with a client stuck in the same revenue band for multiple quarters. Everyone was busy, but the business was not breaking through. The problem was not effort. It was misalignment between capacity, pricing, and how work was being delivered.

### Quick Snapshot

Problem: Growth stalled because the real constraint was hidden inside operations

Fix: Capacity and margin diagnosis + service mix clarity + execution plan by constraint

Result: Clear levers to pull, with a practical path to unlock the next level

### What we walked into

- Teams felt maxed out, but output did not match the strain
- Pricing did not reflect complexity, urgency, or delivery cost
- Leaders debated what to do next without clean visibility into margin drivers
- Work mix drifted toward lower-margin work that consumed capacity
- The CEO lacked time to diagnose and could not afford to guess

### What we did

- Mapped the real workflow and identified where time and capacity were being consumed
- Analyzed margin and capacity by service line, job type, and work mix
- Clarified what to scale, what to stop, and what to redesign
- Reset priorities and built a constraint-driven execution plan
- Implemented a simple scoreboard to track the behaviors tied to growth

### What changed

- Leadership gained clarity on the true bottleneck
- Capacity was allocated to higher-value work more consistently
- Pricing and delivery expectations became more aligned
- The business regained momentum with fewer “random” initiatives

### Best fit when

- Revenue has plateaued despite heavy effort
- Teams are busy but profitability does not improve
- Leadership is unsure which lever will unlock growth
- Pricing and staffing feel out of sync with delivery reality

### Typical first 30-day focus

- Frontline workflow mapping and constraint identification
- Margin and capacity analysis by service mix
- Priority reset and execution plan build
- Scoreboard and meeting cadence launch

Want the constraint-finding questions?

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