

The Anatomy of Growth Leaders

What sets revenue-driving leaders apart in high-growth companies?

Growth Snapshot

72%
Growth is on the rise for 72% of organizations. **43%** grew less than 10% and **29%** grew rapidly (10%+).

Small firms, big wins

32%
grew rapidly, compared to 20% of medium/large firms.

Growth standouts

Financial Services (53%), Consumer (45%), and Industrial (46%) are outperforming other industries.

11%
In Financial Services, only 11% report flat or declining growth, significantly lower than Industrial (39%), Consumer (36%), Technology & Communications (32%).

41%
Technology and Communications is growing fastest (41% growing 10%+), followed by Financial Services (36%).

A tale of two growth curves

36%
of B2B organizations reported rapid growth (over 10%), compared to 20% of B2C organizations.

52%
Meanwhile, B2C organizations were more likely to grow moderately: 52% reported growth under 10%, versus 34% of B2B organizations.

Thought Partners Drive Strategy—and Results

43%
of leaders act as *strategic thought partners* to the CEO, shaping company direction.

28%
are *operational collaborators* focused on execution.

17%
play an *informal advisory* role.

7%
report little CEO interaction.



IMPACT: Leaders who work closely with the CEO are more likely to see **rapid growth (33%)**, while those with little CEO interaction often face **flat or declining results (42%)**.

Influence & Empowerment Fuel Growth

52%

report they now have broader influence across the C-suite and board (rising to 59% for those overseeing all growth-driving functions).

Empowerment matters

Feeling more empowered is associated with stronger growth.

65%

of leaders in rapidly growing organizations feel more empowered, compared to:

53%

of leaders in flat or declining growth organizations.

43%

of leaders in flat or declining organizations feel less empowered vs. 24% in rapidly growing ones.

Alignment Accelerates Growth

Companies with strong alignment among revenue leaders achieve rapid growth

39%

of the time—more than double the rate for companies with siloed leadership (**18%**).

Top alignment mechanisms

88%

Cross-functional leadership meetings.

87%

Shared KPIs/OKRs.

72%

Informal collaboration.

Restructuring for Growth

31%

report increased centralization of revenue-driving functions in the past year.

Drivers

Efficiency, alignment, customer experience, agility, and post-M&A reorganizations.

19%

moved toward decentralization.

Drivers

Flexibility, accountability and ownership, organizational adaptation, structural changes, and talent.

48%

Building high-performing teams

44%

AI/data literacy

Top skills and capabilities for growth acceleration

33%

Cross-functional collaboration

32%

Customer and market insight

Growth Superchargers Top Skills to Cultivate

Most needed leadership qualities

40%
Resilience

36%
Adaptability

29%
Courage