

What We're Hearing From Clients as They Plan for 2026

“We're being *asked to grow*, but the path forward feels unclear.”

Insights from recent conversations across industries



Across our clients, *one theme* keeps resurfacing...

Uncertainty is slowing decisions, but **growth expectations** haven't slowed at all.



Here's what
we've heard...



SHIFTING TARGETS

“My growth targets and KPI’s keep shifting, but every major decision is taking twice as long”

Manufacturing

–VP, Revenue Management,
Industrial Manufacturer (current client)



ECONOMIC INSTABILITY



“Between tariffs, inflation, and cost swings...we can’t plan more than 60–90 days out.”

Eletrical

–Director of Pricing, Global Electrical Company
(current client)



7 RISING TARGETS SHRINKING CAPACITY

“We’re being asked to deliver more revenue with fewer people, and no one is aligning commercial priorities to reality.”

Private Equity

– Managing Partner, Private Equity Firm (past client)



2026 PLANS UNDER REVISION

“Our 2026 roadmap was locked..and now half of it is being re-scored because the market shifted again.”

Healthcare

–VP Strategy, MedTech Company (current client)



PRICING IS A LEVER BUT TEAMS LACK SPACE

“Trust me, we know pricing could unlock quick wins for us, but we just haven’t had the bandwidth to evaluate it properly this year.”

CPG & Retail

– Senior Director, CPG Brand (past client)



DISCOUNTING PRESSURE

“We’re discounting more than ever to protect volume, but it’s destroying our margins — and teaching customers the wrong behavior. Customers aren’t spending as often as 2-3 years ago.”

QSR

– Chief Commercial Officer, QSR
Brand (current client)



How companies are responding?

Leaders are asking us for short, focused pricing sprints that don't drain internal bandwidth.

[Learn more at the link.](#)

