

A stylized illustration of a woman with long blonde hair, wearing a black baseball cap and glasses, sitting on the floor of a closet. She is holding an open book and looking down at it. The closet shelves are filled with various shoes. The text is overlaid on the top half of the image.

HAMMER SYNDROME: THE INVISIBLE BUSINESS KILLER YOU'RE USING EVERY DAY

WHY RELYING ON YOUR GO-TO
SOLUTIONS MAY COST YOU
GROWTH OPPORTUNITIES

Are You Solving Every Business Problem the Same Way?

The Origin: Psychologist Abraham Maslow wrote in 1966:

"It is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail."

Is your business stuck using the same solutions for every challenge?

WHAT IS MASLOW'S HAMMER?

This cognitive bias describes our tendency to over-rely on familiar tools or approaches, even when they're not the most appropriate solution.

It could be holding your business back more than you realise.



HOW DOES THIS SHOW UP IN YOUR BUSINESS?

- Using the same marketing strategy across all channels
- Applying identical management techniques to different team members
- Forcing legacy solutions onto new business problems
- Sticking with familiar technology despite changing needs



THE COST THIS BLIND SPOT CREATES

- Missed growth opportunities
- Wasted resources on ineffective solutions
- Competitive disadvantage as markets evolve
- Team frustration and reduced innovation



BREAK THE PATTERN. DIVERSIFY YOUR TOOLBOX

- Regularly evaluating solution effectiveness
- Investing in learning new methodologies
- Hiring talent with diverse approaches
- Creating space for experimentation



WHAT CAN YOU TRY?

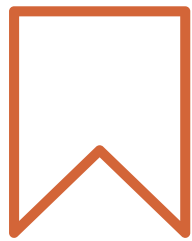
- Identify your business "hammers" or what solutions do you apply to everything?
- Question assumptions: "Is this truly the best approach?"
- Develop alternative strategies for your top 3 challenges
- Build a culture that rewards multiple problem-solving methods



DO YOU HAVE A CURRENT HAMMER?



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