1	Manufacturing
Symptom	Production delays are causing missed delivery deadlines.
Cause	An outdated inventory management system is leading to frequent material shortages.
Impact	Frustration among operations teams, strained relationships with customers, and increased pressure from leadership to find a solution before losing key contracts.

4	Retail
Symptom	Online cart abandonment rates are high.
Cause	A complicated checkout process and unexpected fees discourage customers from completing purchases.
Impact	Concern from leadership over lost revenue, frustration among marketing teams, and pressure to improve the user experience.

2	Cyber Security
Symptom	The company has experienced multiple security breaches in the past year.
Cause	Outdated security protocols and lack of employee awareness are leaving the organisation vulnerable to phishing attacks.
Impact	Anxiety among leadership over potential data loss, loss of trust from customers, and increased pressure from regulators to improve compliance and security measures.

5	Logistics & Transportation
Symptom	Deliveries are frequently delayed.
Cause	Poor route optimisation and a lack of real-time tracking tools.
Impact	Customer complaints, stress on dispatch teams, and reputational damage with clients.

3	Healthcare
Symptom	Patient wait times have increased significantly.
Cause	Inefficient scheduling and understaffing are leading to bottlenecks.
Impact	Patients are upset, stress for healthcare staff, and declining patient satisfaction scores.

6	Financial Services
Symptom	A high number of customer complaints about slow loan approvals.
Cause	Legacy systems and manual processes are creating bottlenecks in application processing.
Impact	Anger among customers, demotivation in customer service teams, and increased regulatory scrutiny.

7	Construction
Symptom	Projects are consistently running over budget.
Cause	Poor cost estimation and unexpected material price fluctuations.
Impact	Stress for project managers, loss of profitability, and strained relationships with investors.

10	SaaS & Tech
Symptom	Customer churn rates are rising.
Cause	Poor onboarding and lack of ongoing customer support.
Impact	Concern from investors, frustration among sales teams, and pressure on product teams to improve retention.

8	Education & eLearning
Symptom	Student engagement in online courses is low.
Cause	Courses are too text-heavy and lack interactive elements.
Impact	Frustration among educators, lower completion rates, and reduced revenue from student drop-offs.

11	Automotive
Symptom	Dealerships are struggling to hit their monthly sales quotas.
Cause	Consumers are delaying purchases due to unclear financing options.
Impact	Anxiety among sales teams, pressure from manufacturers, and declining dealership profitability.

9	Hospitality & Hotels
Symptom	Negative reviews about customer service are increasing.
Cause	High staff turnover and lack of proper training.
Impact	Stress for management, declining bookings, and damage to brand reputation.

12	Legal
Symptom	Clients are slow to pay invoices.
Cause	Complex billing structures and lack of automated payment reminders.
Impact	Exasperation among legal teams, cash flow issues for the firm, and stress for finance departments.