

BUSINESS SCALING

The Three Silos Framework

A First Principles Approach to Scaling

Stop overcomplicating your business.
Start mastering the three things that actually matter.

MARSHALL WILKINSON | ALP

The Complexity Trap

If you take a first principles approach to business, it is actually very simple. People make it complicated because the modern business ecosystem is dominated by specialists. Sales trainers thin-slice the sales process into a million micro-tactics. HR consultants thin-slice recruiting into endless compliance models. Process methodology vendors thin-slice operations to death.

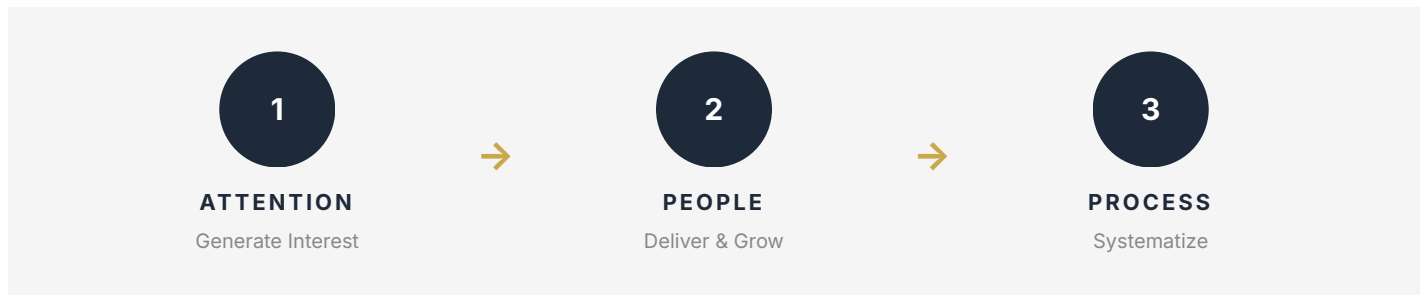
They are all selling you one piece of the puzzle and calling it the whole picture. Business owners consume this fragmented advice, get trapped in the weeds, and lose sight of the fundamentals. It's like a psychosis; it's a madness.

"The business schools reward difficult complex behavior more than simple behavior, but simple behavior is more effective."

— WARREN BUFFETT

The Chessboard View

You have to pull yourself out of the details. Look down on the chessboard. When you strip away the noise, the acronyms, and the complicated management theories, business breaks down into three fundamental silos:



These three silos create an infinite flywheel. They compound on each other. The more attention you get, the more business you get. That attention also allows you to recruit better people and better talent. Those people execute and refine your processes. Better processes create the capacity to handle more attention. Each silo has tentacles that touch different aspects of the business, but that's what the people are there for. Make it simple: Attention, People, Process.

The Three Silos Defined

1 Attention

You have to get attention and generate interest. Without visibility, you have no viability. But attention isn't just about acquiring customers—it is your primary recruiting tool. Great players don't want to work for companies that nobody has ever heard of.

When you are visible, you attract both clients and A-player talent simultaneously. Data shows that candidates are **40% more likely** to apply for a job if they are familiar with the company brand, and **75% of hiring managers** say better brand awareness would ease recruitment.

2 People

You need people in order to deliver on the attention you are getting, to execute your product or service, and to scale the organization. Most owners put the money in front of the people. The reality is: get the people first, then the money.

As Jim Collins proved in *Good to Great*, you must get the right people on the bus before you figure out where to drive it. **"Great vision without great people is irrelevant."**

3 Process

You need a process in place to ensure you have systematized institutional knowledge delivering that product or service. You also need processes to guarantee the health and growth of the organization—which means processes for getting Attention and managing People.

Without process, the owner remains the bottleneck. You cannot scale beyond your own personal capacity until you extract your knowledge and turn it into a system. As Michael Gerber wrote in *The E-Myth*: **work on the business, not in it.**

THE PETER DRUCKER ALIGNMENT

Peter Drucker, the founder of modern management, famously stated: "Business has only two functions — marketing and innovation." Marketing is your **Attention** silo. Innovation—the delivery and improvement of your product—is executed entirely through your **People** and **Process** silos. Every major business framework reduces to these three fundamentals.

The Flywheel Effect

When you nail these three silos, they create a compounding flywheel—a concept validated by Jim Collins in *Good to Great*. Each silo feeds the others, and the momentum builds over time:

More Attention → brings more revenue and attracts better talent (it's a recruiting tool)

Better People → deliver a superior product and build more effective processes

Stronger Processes → create capacity to handle more attention and onboard more people

The cycle repeats → and each revolution compounds on the last

Why Most Businesses Stall

Every business I look at and talk to and do one-on-ones with does everything else but these three things. They are intermittent and terrible at getting attention and don't understand what that means. They don't recruit people because they're not getting enough attention. It's hard for them to get good talent because nobody knows them. They put the money in front of the people, where it's always "get the people first, then the money." They don't have any systems and processes in place. The data confirms this:

BROKEN SILO	FAILURE RATE	THE REALITY
No Attention	35% of failures	No market demand because nobody knows you exist
Wrong People	20% of failures	Can't deliver, can't scale, can't retain talent
No Process	42% of failures	Owner is the bottleneck; nothing is systematized

Sources: U.S. Chamber of Commerce, CB Insights, U.S. Bureau of Labor Statistics

The three things you are supposed to do in business—get attention, recruit great people, and build systems—are the three things that almost every struggling business neglects. Then they wonder why they can't scale. It's actually a psychosis; it's a madness.

The Diagnostic Checklist

Use this checklist to identify which silo is currently breaking your flywheel and acting as the bottleneck to your growth. If you can't check every box, you know exactly where to focus.

01 | Attention

- We have a predictable, repeatable system for generating new leads and inbound interest.
- Our brand is recognized in our local market or specific niche.
- Top talent in our area knows who we are before we ever try to recruit them.
- We consistently create content or visibility that positions us as the authority.

02 | People

- We hire ahead of revenue—people first, then money.
- We have a bench of A-players who can operate without daily micromanagement.
- I am not the only person in the company who can solve complex client problems.
- We have a defined recruiting process that runs continuously, not just when we're desperate.

03 | Process

- Our core delivery methods are documented and trained—not just in my head.
- If I left the business for 30 days, operations would continue smoothly.
- We have systematized processes for managing both Attention and People.
- New hires can get up to speed using our systems, not by shadowing me.

Stop Being the Bottleneck

If you couldn't check every box above, your flywheel is broken.
It's time to stop making business harder than it needs to be.

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