



# What Got You Here Won't Get You Any Further

*Why 60% of new managers fail within  
the first 24 months.*



  
RobbinsNextGen

# The “Super-Doer” Paradox

*You were promoted because you were the **best at solving problems.***

*You delivered faster, sold more, or coded **better than anyone else.***

*But the moment you took the leadership role, **your "superpower" became your kryptonite.***

*Here are the **3 traps** that destroy high-performing doers when they try to lead.*

# The “Dopamine” Trap

**You are addicted to “The Fix.”**

***The Trap:** Solving a tangible problem gives you a hit of dopamine. It is immediate, visible, and satisfying.*

***The Reality:** Leadership is vague. Coaching takes months. Strategy takes years.*

***The Fail:** You dive back into the work because it feels good to be useful. But every time you “save the day,” you rob your team of growth.*

***The Shift:** Stop solving. Start stabilizing.*

# The Speed Trap

**"I can just do it faster myself."**

***The Trap:** You look at a junior team member struggling, and you think, "It will take me 10 minutes to fix this, but 2 hours to teach them."*

***The Reality:** That is true for today. But it creates a dependency for forever.*

***The Fail:** You become the bottleneck. Your team stops trying because they know you will swoop in anyway.*

***The Shift:** Inefficiency today is the price of scalability tomorrow.*

# The Likability Trap

**You still want to be  
"One of the Gang."**

***The Trap:** You want to maintain the same peer relationships you had yesterday. You want to be liked.*

***The Reality:** Leadership requires you to protect the standard, not the feeling.*

***The Fail:** You delay hard feedback. You tolerate toxicity to avoid friction. You trade respect for popularity.*

***The Shift:** Your team doesn't need a friend. They need a navigator.*

# *The "Great Filter."*

Most leaders **never make it through** this filter.

They stay "Team Captains" - doing the work while wearing a badge.

To cross the bridge to Executive Leadership, you have to **evolve away from your old identity.**

**Old You:** Measured by personal output.

**New You:** Measured by the output of people you lead.

DOING

LEADING

# 2026 is the year you stop "Doing" and start "Leading."

If you are stepping into a new chapter  
next year, don't just plan your budget.  
Plan your behaviour.

👉 Follow me for the January launch of a  
roadmap for this specific transition.

For more information, DM me, or connect  
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