Knewlynk Launches Repeat Business Podcast on Organizational Patterns

Now streaming on Spotify, Repeat Business examines the recurring patterns keeping organizations stuck, with video episodes coming soon to YouTube.

AUSTIN, TX, UNITED STATES, September 11, 2026 /EINPresswire.com/ -- Knewlynk, a firm specializing in identifying and interrupting recurring organizational patterns, has launched a new podcast called Repeat Business, now available on Spotify. The show gives CEOs, founders, executive teams, operations leaders, and people leaders a practical entry point into the firm's core premise: many of the problems organizations repeatedly try to solve are not simply people problems. They are symptoms of patterns within the organization.

Repeat Business arrives as many organizations find themselves caught in a familiar loop. A recurring problem surfaces, leaders respond with a new hire, reorganization, software rollout, training program, or another initiative, the immediate symptom improves, and months later the same frustration appears again in a different form.

The podcast examines why that cycle persists and what leaders can learn by looking beyond the immediate problem to the system allowing it to repeat.

Episodes explore the organizational dynamics that sustain recurring problems inside otherwise capable companies, including leadership practices, team structures, decision-making, systems, and ways of working. The conversations are intended to help leaders recognize patterns that can be difficult to see when they are operating inside them every day.

Knewlynk has identified twenty recurring organizational patterns across hundreds of organizations. Among them are the Altitude Pattern, in which leaders become increasingly removed from the day-to-day realities of the organization as information travels upward; the Best Player Pattern, where a strong individual contributor is promoted into leadership without the preparation required for the new role; the Hero Pattern, where organizations repeatedly depend on the same people to rescue broken processes; and the Shiny Object Pattern, where new initiatives are introduced before previous changes have been fully adopted.

While each pattern appears differently from one organization to another, Knewlynk's approach is built around a consistent question: why does the same problem keep coming back?

The firm's work begins by identifying the organizational dynamics creating recurring problems across systems, leadership practices, and ways of working. Knewlynk then works alongside teams to interrupt those patterns, redesign the conditions keeping them alive, and reinforce new ways of operating until they become part of how the organization works.

That implementation focus is also central to the perspective behind Repeat Business. Rather than treating another recommendation, new tool, or individual personnel change as the finish line, the podcast encourages leaders to examine whether the underlying system has actually changed.

The launch also expands the ways Knewlynk is sharing its organizational pattern framework with leaders outside of direct client engagements. Video versions of Repeat Business episodes are also coming soon to the Knewlynk YouTube channel.

Repeat Business is available now on Spotify. Listeners can follow the show for new episodes and visit knewlynk.com to learn more about Knewlynk's organizational patterns, take the firm's Pattern Check, or book a call with the team.

Most organizations have already tried the obvious fix by the time they realize the problem is recurring. Repeat Business gives leaders a different lens by helping them look beyond who needs to change or what new initiative to launch and instead ask what pattern keeps recreating the same problem. When you can see the pattern, you can start changing the system behind it.

About Knewlynk: Knewlynk is a team of organizational pattern experts that identifies and interrupts the recurring systemic patterns keeping organizations stuck. Rather than delivering recommendations and stepping away, Knewlynk works alongside client teams to redesign systems, leadership practices, governance, and ways of working, building adoption and measurable progress until the new way of working becomes simply the way of working. The firm's framework includes twenty recurring organizational patterns identified across hundreds of organizations. Learn more at knewlynk.com.

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