

2026-2028 Strategic Plan: Quiet Speaks Consultancy

Executive Foundation

Vision

To dismantle business complexity through active listening and plain language, replacing the noise of the hustle with sustainable systems and a culture of wellness that speaks for itself.

Mission

We build simple, human systems for mission-driven groups. By clearing out the noise and teaching your team(s) how to lead themselves, we make sure your internal health matches your external impact. We succeed when we are no longer needed.

Values

Our values serve as guiding principles, shaping behavior, decisions and interactions, fostering a cohesive and purpose-driven environment that reflects the Quiet Speaks culture and identity.

- **Radical Clarity:** If it cannot be explained simply, it has not been thought through deeply. We use plain language as a tool to remove the mental noise that slows people down. If a system needs constant explanation to work, that system is broken.
- **Internal Integrity:** Sustainability starts from within. We do not just give advice; we listen to your team's culture and co-design tools that actually work for your people. We ensure your internal operations are a steady mirror of your mission and values.
- **Self-Sufficiency:** Our ultimate goal is to become unnecessary. We measure our success by how quickly you can lead without us. We teach your team the skills and hand over the keys to the systems we build together.
- **Universal Design:** We build systems and workplaces where everyone can participate, regardless of ability. By removing physical and digital barriers from the start, we ensure that every person can navigate their work and lead with confidence. We believe that accessibility isn't a feature—it is the foundation of a healthy, high-impact organization.

Our Services

Building Your Internal Systems

- **Centralized Workspaces:** We build clear, organized hubs in Google, SharePoint/Microsoft 365, WordPress, and others so your team knows exactly where to find every file and task.
- **Financial Systems & Fiscal Planning:** We combine resource tracking with process review to find and fix areas of confusion, creating simple dashboards and budget plans your team can actually follow.
- **Full-Cycle Staff Systems:** We design plans for a new employee's first 90 days and build the systems that capture their knowledge when they eventually promote or depart.
- **Information Flow:** We map out how news and data move through your group to ensure nothing is lost and everyone stays informed.

Removing Workplace Noise

- **Efficiency Audits & Dismantling Process Creep:** We find the specific parts of your process that slow people down or cause stress, replacing unnecessary steps with simple, automated workflows.
- **Plain Language Translation:** We take complex manuals and technical documents and recommend revisions so they are easy for everyone to read and follow.
- **Universal Design Integration:** We remove the digital and physical barriers in your processes from the start, ensuring every person can navigate their work with confidence.

Strategic Planning & Meetings

- **Annual Action Plans:** We turn a complex vision into a simple, 1+ year map with practical steps so your team knows exactly what to do next without feeling overwhelmed.
- **Succession-First Coaching:** We work with managers to identify where process creep causes burnout, teaching them to use systems that keep the team steady even during leadership shifts.
- **Guided Retreats & Facilitation:** We design your annual planning events and provide the agendas, scripts, and tools needed to help your leadership team reach an agreement.
- **Progress Tracking:** We build real-time feedback loops into your plans so you can monitor progress and fix problems before they become crises.

Navigating Organizational Shifts

- **Change Communication Plans:** We design step-by-step guides for how to talk about transitions so no one feels left behind or confused.



- **Human-Centered & Collaborative Design:** We use behavioral science to understand how your team processes change and bring them into the building process early to ensure high adoption.
- **AI Training:** We show your team how to use AI tools to handle repetitive tasks like email and data entry, giving them more time for meaningful work.

Succession & Knowledge Capture

- **Institutional Memory Preservation:** We build a digital home for expertise, ensuring years of knowledge are converted into automated workflows rather than lost during transitions.
- **Legacy Blueprints:** We teach your leaders how to design and maintain their own organizational blueprints so the organization stays healthy long after our work is done.
- **Succession Transition Systems:** We convert expertise into a self-sustaining machine, ensuring a departing leader leaves behind a functional system rather than just a collection of files.

Market Analysis & Positioning

Customer Personas

Segment	Stage 1: Overwhelmed Leader	Stage 2: Resilient Leader
Profile	Mid-to-senior lead in a compliance-heavy or grant-funded organization. Technically capable but drowning in manual administration work.	The same leader, now with stabilized systems, looking to protect their team and scale their impact.
Pain Points	Putting out fires daily; manual data entry; fear of audit failure or lost files; constant noise from disjointed tools.	Staff burnout; process creep returning; worry that the new systems won't stick if they leave; team is quiet quitting.
Solution	Automated trackers, centralized SharePoint/Google hubs, and simplified information flow.	Leadership mentorship, VARK-style upskilling, and human-centered change management.



Hook	Stop the noise and find 10 hours in your week.	Build a culture where your people thrive and your systems outlast your tenure.
Key Value	Operational Sanity & Compliance Security.	Team Sustainability & Leadership Legacy.
Product Entry	System Audit & Quick-Fix Hub: A fast build to solve the loudest problem (e.g., a fiscal tracker).	Leadership Mentorship & Training: Transitioning from doing the work to leading and teaching the team.
Competitive Edge	Direct experience in non-profit, tech, and government frameworks and high-level SharePoint logic.	Evidence-based leadership and universal design/VARK training.
Messaging	Logic-based and urgent. <i>"Let's fix the machine so you can breathe."</i>	Empathic and visionary. <i>"Let's empower the people using the machine."</i>
CTA	Schedule a 15-minute Audit	Book a strategy session.

SWOT Synthesis

Strengths (Internal)

- **Operational Integrity:** We deliver fully functional, automated tools rather than just advice. Building complex systems like tiered trackers proves we provide the finished product, not just a plan.
- **Exit-Based Value:** Most consultants aim for long-term retainers; our goal is to become unnecessary. Teaching leaders to manage their own systems builds trust and prevents dependency.
- **Cognitive Accessibility:** Cutting through jargon and workplace noise is a technical expertise. Creating simple systems ensures they are easy for everyone to adopt.
- **Behavioral Science:** Our work is backed by psychology and learning styles. Grounding systems in human-centered design allows people to actually process information and handle change.
- **Technical Bridge:** We bridge the gap between complex IT needs and human leadership, communicating effectively with both tech teams and executives.
- **Efficiency Logic:** We find the balance between maximizing resources and avoiding waste. This approach protects staff time and energy while keeping projects lean.

Weaknesses (Internal)

- **Manual Bandwidth:** Growth is currently limited by the time available for custom builds.
- **Subject Matter Expert Trap:** Our skill set might tempt us to do the work ourselves, which can conflict with the goal of making clients self-sufficient.
- **Credentialing Gaps:** Missing formal certifications can be a barrier for high-level contracts that use these markers as filters.
- **Resource Limits:** Managing multiple large clients simultaneously could challenge our capacity to deliver high-touch results.
- **Mental Fatigue:** Shifting between deep technical builds and high-level mentoring is taxing. Rapidly switching contexts can lead to burnout.

Opportunities (External)

- **AI Implementation:** We integrate AI into existing workflows. We act as a safe guide for organizations that want to use technology to filter without losing their human touch.
- **Knowledge Capture:** As leaders retire, organizations must preserve institutional memory. Our systems provide a digital home for expertise, ensuring it isn't lost during transitions.
- **Efficiency for Survival:** In budget crises, high-precision tracking is essential. Marketing systems as budget protection makes our services a necessity rather than an expense.
- **Universal Design:** Demand is growing for workplaces that support various cognitive styles. Our quiet, jargon-free systems solve accessibility problems that others overlook.

Threats (External)

- **Platform Dependency:** Building on Microsoft or Google makes us vulnerable to their updates. Changes to software could break templates and force us into repair mode.
- **Consultant/Economic Stigma:** Leaders burned by previous consultants may be hesitant to invest. Economic uncertainty can also cause organizations to freeze budgets.
- **Scope Creep:** Overwhelmed clients might try to use us as a help desk or temporary staff. This shifts our role from system architect to daily operator.
- **Market Saturation:** Large firms use AI to sell generic plans. We must clearly differentiate our custom builds (agentic AI) from low-cost, automated templates.

Strategic Synthesis

1. Strengths + Opportunities

Apply expertise in information organization to lead the leadership transition market.

Execution: Targeted at retiring leaders in government or non-profit sectors, this approach involves building a digital home for institutional expertise using SharePoint or Google

ecosystems. Years of knowledge are converted into automated workflows, ensuring that departing leaders leave behind a self-sustaining machine rather than just a collection of files.

2. Strengths + Threats

Focus on tangible results to overcome the negative reputation of traditional consulting.

Execution: A 30-day audit is utilized to identify and resolve specific friction points. Because the process results in functional tools rather than just reports, a useful deliverable is provided within the first month. This identifies the service as the mechanics who fix machinery rather than advisors who only discuss it.

3. Weaknesses + Opportunities

Utilize standardized templates to increase efficiency and business growth.

Execution: A library of clear, ready-to-use templates and AI tools prevents the need to start from scratch for every client. These blueprints allow for a greater impact without increasing manual workload. This efficiency also secures the time necessary to finalize professional certifications required for larger contracts.

4. Weaknesses + Threats

Implement an exit strategy to prevent scope creep and maintain a clear professional role.

Execution: The objective of becoming unnecessary is used to establish firm contractual boundaries. If a client requests technical support or daily operational tasks, they are redirected to established training guides. The focus remains on teaching the organization to run the system, ensuring time is spent on high-level design rather than routine maintenance.

Strategic Priorities & Roadmap

This roadmap outlines a three-year plan to grow the business from custom technical builds into a scalable, teaching-centered consultancy. The focus is on moving from manual labor to automated systems to protect time and mental bandwidth.

Anchor Year (2026)

THEME: LISTEN. DESIGN. BUILD.

- **Create a System Showcase:** A one-page portfolio will highlight existing work, such as fiscal trackers and supply tools. This gives busy leaders quick, visual proof of what these systems can do.
- **Automate Client Intake:** The onboarding process will be automated to serve as a live demo of technical skills. Clients will experience the Digital House framework from their very first meeting.



- **Focus on Budget Protection:** Proposals will frame organizational tools as essential for securing grants and passing audits. This positions the service as a financial necessity rather than an optional expense.
- **Finalize Professional Credentials:** Completing PMP (MP) and CCMP (AP) certifications will provide the formal markers required for high-level government and non-profit contracts.
- **Launch *The Structuralists*:** A Substack will feature 24 case studies. These will prove how plain language and clear design help staff succeed faster and reduce the mental tax on employees with disabilities and those identifying as neurodivergent.
- **Build an Asset Library:** A suite of 30 onboarding blueprints and 15 fiscal management tools will be developed. This collection will serve as the inventory for future products.

Scaling Year (2027)

THEME: SYSTEMATIZE. PACKAGE. EXPAND.

- **Launch a Digital Shop:** The blueprints and tools built in 2026 will be packaged for sale. This provides a low-barrier entry point for organizations while generating a steady revenue buffer.
- **Optimize Consulting Delivery:** Services will shift to a high-value advisor model. Using the asset library allows consulting projects to start 70% finished, so energy is focused on high-level strategy and custom solutions.
- **Grow *The Structuralists* Authority:** The Substack will become a primary tool for engaging new consulting partners. By sharing insights on universal design, the business attracts leaders looking to remove workplace noise.
- **Integrate Agentic AI:** Custom AI workflows will be added to consulting packages. This ensures the systems built for clients remain efficient and automated with minimal manual upkeep.

Steady State Year (2028)

THEME: TEACH. MENTOR. SUSTAIN.

- **Launch Training:** A formal program will teach staff how to manage and build their own systems. This fulfills the goal of making the organization self-sufficient.
- **Prioritize Strategic Advisory:** High-level consulting remains the primary revenue driver. The digital shop provides 30% of income, allowing for total selectivity in accepting impactful consulting projects.
- **Lead in Succession Planning:** A premium service will help retiring leaders preserve their institutional memory by converting their expertise into transition plans and automated systems. This ensures their legacy remains a working part of the organization.

- **Maintain Steady State Resilience:** The business runs on established systems that require very little maintenance. This ensures a consistent professional impact while protecting personal peace and time.

Performance Metrics & Phased Growth

Success is measured across a multi-year model. This roadmap ensures the business moves from foundational building to a steady state of high-value consulting and selective strategic impact.

Multi-Year KPI Roadmap

Category	2026: Anchor	2027: Scaling	2028: Steady State
Revenue Mix	100% Custom Technical Builds & Advisory.	85% Custom Consulting / 15% Implementation Shop.	65% Strategic Advisory / 35% Training & Shop.
System Adoption	Launch 3 custom Digital Houses for anchor clients.	Deploy 15+ template-based systems via the Shop.	30+ organizations using self-managed blueprints.
Operational Efficiency	Build core asset library; 100% manual labor.	50% reduction in setup time using the library.	60% of project time spent on high-level strategy.
Impact & Influence	Publish 24 case studies on <i>The Structuralists</i> .	Reach 1,000+ subscribers; secure first speaking engagement.	Recognized as the premier partner for Succession Planning.
Professional Growth	Mike to earn PMP, Angie to earn CCMP, and both to earn Harvard Adaptive Leadership markers.	Launch a Training / Mentorship program.	Mentor select partners and maintain a 3-day consulting week.

Continuous Quality Improvement (CQI) Loops

- **Friction Audits:** Internal workflows are reviewed every six months to ensure they stay simple. If a process feels heavy or takes too many steps, the waste is removed to protect mental bandwidth.



- **Self-Sufficiency Surveys:** Clients are surveyed three months after a project ends. Success is defined by the organization's ability to run the system without needing ongoing technical support.
- **Platform Health Checks:** Monthly reviews of Microsoft and Google updates ensure all templates and AI tools remain functional, preventing repair mode from eating into strategic consulting time.
- **Cognitive Load Testing:** Every new tool is tested for clarity. If a user cannot navigate the system easily without a manual, the design is simplified until it meets universal design standards.

Internal Integrity Checklist

Before committing to a new project or system, it must pass these four tests to ensure it aligns with the mission of clarity and wellness:

- **Is it Jargon-Free?** The language must empower the user, not the consultant. If it's too complex to understand, it's too complex to use.
- **Is it Scientifically Grounded?** The system must account for how the human brain actually processes information and handles change.
- **Does it Lead to Independence?** Every build must focus on creating client capacity. If the project creates dependency on the consultant, it has failed.
- **Is it Sustainable?** We do not accept projects that create and require heroic effort or lead to burnout of our team members. We protect our own internal systems so we can remain fully present for our clients.

Review Cycle

This strategy is a living document. On the first Monday of every quarter, the team meets to review progress against our KPIs. This allows for quick adjustments based on market shifts, new technology, or organizational needs, ensuring the business remains agile and reliable.