

CASE STUDY · 2026 · FOUNDER STORY

“
She came in saying,
“I don’t know.”

SEPTEMBER 2024

A 15-year founder. A leader who had just quit. Everything back on her plate. Four months later – a reset. One year later – three weeks off, and the team running the show.

FOUNDER

Founder-led
Community Impact Org

INITIAL ENGAGEMENT

The Aligned Leader System
Sept 2024 – Dec 2024

TRANSFORMATION TIMELINE

Jan 2025 – Dec 2025

ONGOING PARTNERSHIP

In-House Solutions™ Plus
2026 –

01 THE VANTAGE POINT

What we noticed.

She had built it for fifteen years. Real revenue. A real team. And she was sitting across from us in tears. A senior leader had just quit after months of underperformance. Everything had landed in her lap, again. She kept saying, “I don’t know. I don’t know.” From where we sat, the symptoms were operational — but the root was structural. She had not failed her business. She had outgrown the structure she built when it was smaller.

02 THE ROADMAP

What we built together.

We did not start with the org chart. We started with her. The Aligned Leader System — the founder activation pillar of the **Seven Ps to High Performance** — works the four founder-facing Ps in sequence. **Purpose:** clarity on the next three years. **Process:** a CEO Time Audit, isolating her Highest and Best Use. **People:** roles rebuilt around accountability, not tenure. **Place:** a culture of ownership, not loyalty.

03 THE JOURNEY

What unfolded.

The shifts came in stages. First the language softened — she stopped saying “I don’t know” and started saying “I see it now.” By month four, she hired into four roles that finally made sense. A part-time staffer stepped into full-time. She used the 101 reclaimed hours for grantor relationships and grant oversight — the work only she could do. By December, the team carried the company on its own.

04 THE DESTINATION

Where she arrived.

+50%

Q1 2026 REVENUE
INCREASE

101 hrs

DELEGATED & REDEPLOYED
TO CEO-LEVEL WORK

3 wks

FIRST-EVER VACATION

15 yrs

FIRST-EVER BONUSES

At the 15-year anniversary in October, she told me she felt like a CEO. At the December staff retreat — surrounded by three new aligned hires and a team she trusted — she handed out end-of-year performance bonuses for the first time in fifteen years. Then she took her first-ever three-week vacation, confident and in command. In her CEO era.

She didn’t outgrow her ambition. She outgrew her structure. Together, we architected her new operating structure — where **high performance** is the standard.