90-Day Executive Advisory

Improve profitability. Build capacity.
Make better investment decisions.

In 90 days, we align leadership on direction, priorities, and measurable outcomes, select one or two improvements, and work with your team to put them into operation.

HOW I HELP

I help mid-market leadership teams turn institutional knowledge into faster decisions, stronger ownership, and AI-enabled growth they can execute.

WHERE WE LOOK FOR VALUE

Lower unit costs.
Measure cost per deal, case, or transaction.

More profitable revenue.
Assess customer fit, margin, and cost to serve.

Capacity converted into growth.
Grow output faster than headcount. Track hours redeployed.

Better investment decisions.
Compare cost, payback, and expected financial value.

Faster, accountable decisions.
Define authority, escalation, and human approvals.

These are potential areas of value. Specific targets and scope follow the initial review and reflect your starting point and resources.

HOW THE 90 DAYS WORK

DAYS 1–30 | **Align leadership**

Align on direction, go-to-market strategy, customer choices, and tradeoffs. Review employee perspectives and workflows. Agree on one or two priorities, baselines, targets, owners, authority, and resources.

DAYS 31–60 | **Put changes to work**

Work with employees to implement and test the selected improvements. Clarify workflows, decision rules, human approvals, and exceptions. Use AI where justified and plan how released capacity will be deployed.

DAYS 61–90 | **Verify performance**

Measure progress against agreed baselines and total costs. Distinguish demonstrated results from benefits still unproven. Identify barriers, ongoing owners, and what to scale, stop, or fund next.

THE OUTCOME TEST

Baseline / Measurable target / Accountable executive / Decision authority / Verification

Will the financial benefit justify the total investment? Released hours count as capacity; expense savings require lower spending. Business executives remain accountable when AI supports execution.

WHAT YOU HAVE AT DAY 90

An aligned leadership plan, tested changes in the selected areas, a performance scorecard, and next investment decisions. Longer-term benefits remain identified for follow-up. Delivery requires an executive sponsor with authority, access to information, and employees with time to participate.