



VERRAFORGE

START WITH WHAT'S TRUE. BUILD IT RIGHT.

EXECUTIVE CAPABILITIES OVERVIEW

Helping organizations solve complex business problems with confidence.

Organizations rarely call because everything is broken. They call because something important no longer feels predictable.

Growth creates complexity.
Systems stop supporting the business.
Decisions become unclear.
Teams work harder but execution slows.
Leaders spend more time coordinating than leading.

The most expensive business problems are usually the ones organizations have learned to live with.

VerraForge helps leaders understand what is true, identify the real constraint, and build solutions that continue working after the engagement ends.

VerraForge combines strategic thinking with practical execution, helping leaders move from understanding the problem to building the solution.

VerraForge helps when the problem is bigger than one department.

Organizations rarely struggle because one person or one function is failing.

The real challenge is often somewhere between:

- Strategy and execution
- Leadership and accountability
- Marketing and customer experience
- Systems and adoption
- Growth and operational capacity

VerraForge helps leaders find the constraint, build the right solution, and move forward with confidence.

The right solution starts with the right diagnosis.

Every organization has different constraints. The answer may involve strategy, marketing, creative, operations, technology, systems, or leadership support. The work is shaped around what the organization actually needs, not selected from a predefined menu of services.

STRATEGY & ALIGNMENT

Clarity around opportunity, priorities, and direction

- Growth strategy
- Revenue opportunity assessment
- Strategic planning
- Market opportunity analysis
- Business prioritization

OUTCOME *A clear path forward based on business reality.*

GROWTH, MARKETING & CREATIVE

Connecting message, audience, and business goals

- Marketing strategy
- Customer journey analysis
- Brand positioning
- Campaign strategy
- Creative direction

OUTCOME *Marketing that creates alignment between business goals, customer needs, and execution.*

OPERATIONS & SYSTEMS

Less friction, less dependency on individuals

- Operational diagnosis
- Process design
- Workflow improvement
- Systems implementation
- Accountability structures

OUTCOME *Systems that work in real conditions.*

LEADERSHIP & EXECUTION

Strengthened capacity to turn priorities into progress

- Fractional operations leadership
- Project leadership
- Executive facilitation
- Organizational alignment
- Implementation support

OUTCOME *Important work moves forward.*

THE PATTERN

Every organization can see its symptoms. Fewer understand the systems, decisions, and behaviors creating the underlying problem.

A practical process. Not a generic framework.

Every engagement follows the same thinking process, scaled to what the organization actually needs.

01

Diagnose

Understand what is actually happening.

- Listen
- Observe
- Review
- Identify patterns

Confidence that the real problem is understood.

02

Design

Determine the right path forward.

- Priorities
- Ownership
- Tradeoffs
- Systems and resources

A practical plan based on reality.

03

Build

Implement the solution.

- Processes
- Systems
- Marketing initiatives
- Operating rhythms

Change that moves beyond recommendations.

04

Strengthen

Stay involved until it holds.

- Adoption
- Accountability
- Adjustments
- Sustainability

The organization becomes stronger because of the work.

THE VERRAFORGE PROMISE

Every VerraForge engagement exists to provide leaders with the clarity to understand what is true, the alignment to focus on what matters most, and the confidence to build what comes next.

The Right Expertise When It Matters

Every engagement is led by VerraForge. When specialized expertise creates a better outcome, VerraForge brings in trusted professionals across creative, technology, AI, finance, and other specialized disciplines. Clients receive the right expertise for the challenge while maintaining one point of accountability.

Built from experience inside growing organizations.

Before founding VerraForge, Chelsey led operations, marketing, technology, process improvement, and organizational growth initiatives inside nonprofit and service-based organizations.

Engagement Models

Most organizations begin by understanding the current reality before determining the right path forward. VerraForge structures engagements around the complexity of the challenge, the desired outcome, and the level of support required.

Diagnose

Understand what is actually happening before investing in solutions.

Best for: Organizations experiencing friction, uncertainty, or recurring challenges but needing confidence in the right next step.

Current-state assessment • Leadership interviews • Workflow & system review • Constraint identification • Prioritized recommendations • Action roadmap

Diagnostic Engagement

CUSTOMIZED SCOPE

Design & Build

Turn insight into practical systems that work.

Best for: Organizations that know the problem and need support designing and implementing the right solution.

• Marketing strategy • Growth initiatives • Process redesign • Systems implementation • Vendor transitions • Customer journey improvements

Scoped Project

DESIGNED AROUND
YOUR NEEDS

Embedded Partnership

Add experienced leadership capacity without adding unnecessary overhead.

Best for: Organizations that need ongoing support driving priorities, improving execution, and maintaining accountability.

• Fractional operations leadership • Executive partnership • Strategic initiative leadership • Operating cadence • Cross-functional execution

Ongoing Partnership

MONTHLY RETAINER

Every engagement is different. The right path depends on what the organization needs to understand, build, and sustain.

ONE POINT OF ACCOUNTABILITY

Not every challenge requires the same expertise. When specialized knowledge creates a better outcome, VerraForge brings in trusted professionals — while remaining accountable for the result.

Proof, not promises.

A selection of representative results across growth, operations, systems, leadership, marketing, and organizational change.

Building the Foundation for Growth

Built the operational infrastructure supporting approximately **\$17M in annual tuition revenue and the enrollment of more than 2,700 student enrollments**, strengthening the systems, processes, and organizational capacity required to sustain significant growth.

Reducing Cost While Improving Operational Control

Redesigned an IT support model, reducing annual technology support costs by more than **70%** while improving service effectiveness, ownership, visibility, and accountability.

Building Repeatable Processes and Systems

Redesigned and documented core operational processes, turning fragmented workflows and institutional knowledge into **repeatable systems, playbooks, and clearer ownership** that reduced dependency on individual people.

Building Leadership and Accountability Systems

Implemented **Entrepreneurial Operating System (EOS)** rhythms, accountability structures, planning processes, and execution systems that strengthened leadership alignment, ownership, and execution discipline across growing organizations.

Connecting Strategy, Marketing, and Execution

Led brand, marketing, communications, and customer-facing initiatives that **clarified positioning, strengthened audience connection, and connected marketing execution to broader organizational goals and growth**.

Leading Organizations Through Change

Led complex organizational transitions spanning operations, technology, communications, vendors, contracts, assets, and personnel, including an **organizational wind-down**, while maintaining continuity, recovering resources, reducing risk, and bringing structure to periods of significant change.

Additional case studies and examples available upon request.