

Year End Business Review

Brancu & Associates | December 2020

- 1 | Company overview
- 2 | 2020 Goals & Commitments
- 3 | Accomplishments
- 4 | 2021 Commitments
- 5 | 2021 Goals

Where we've been.

Brief **company overview**.



Founded

Milestone

Milestone

Milestone

August 2018

Our first client!
(And they are still
with us today!)

September 2018

Began to establish
our thought
leadership through
Psychology Today
blog series.

2019

Thought leadership
helps grow
visibility.

Invited to serve as
first female
Associate Editor of
the Consulting
Psychology
Journal.

Applied 1% of
revenue to
Pay-it-Forward
donations.

2020

Refined focus:
workplace politics
and D&I.

Expanded
speaking.

Started **writing**
workplace politics
book.

Business doubled.

Pay-it-Forward
contribution
increased to 5%.

Brancu & Associates, PLLC

Leadership + Strategy with Purpose

MISSION:

*Training leaders to
expertly navigate
complexity in the
workplace. Helping
organizations make it
easier for leaders to
navigate.*

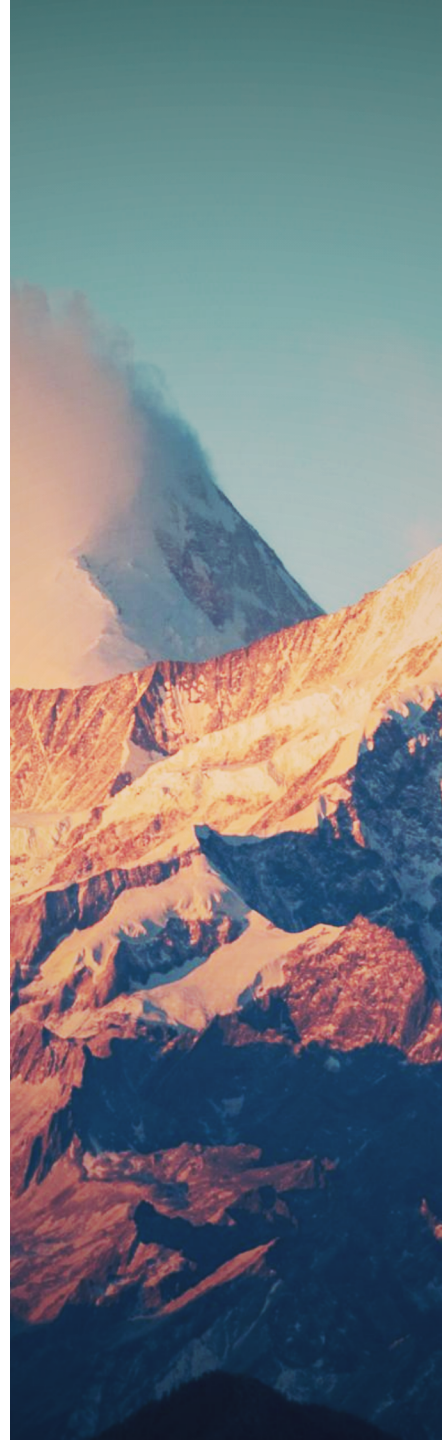
2020 Goals & Commitments

1 Thought Leadership: Be more visible & brave and help others do the same.

2 Business Development: Learn more and become more operationally efficient.

3 Create content that hits four areas of impact: functional needs, emotional needs, life changes, and social impact.

4 Experiment: Increase speaking opportunities and learn from them.



2020

Accomplishments

Overview



#1: Thought Leadership

Spoke out more about racial and social justice and how these connect with company's focus on women's leadership development.



#2: Business Growth

Focused on spending less time on many marketing tactics and more time on speaking to grow business in smarter, more efficient ways.



#3: Areas of Impact

Most content produced hit on all four areas of impact (functional, emotional, life changes, and social).



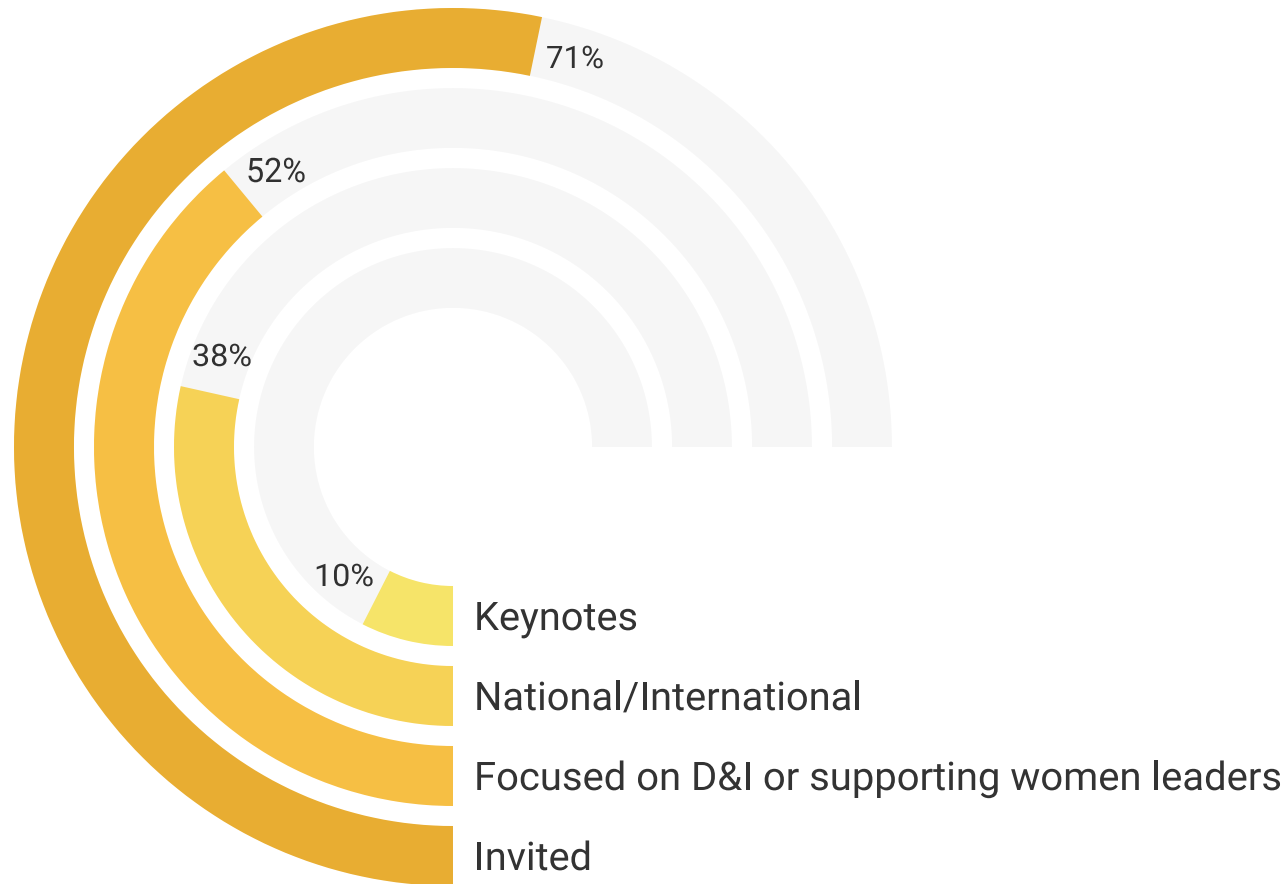
#4: Experiment

The experiment to speak more and learn from it was a huge success and hit on all other goals.

2020 Thought Leadership & Experimenting

Speaking Engagements

Among the 21 talks delivered in 2020...



COMBINED RECIPIENTS:

2000+
nationally

300+
locally

Other Thought Leadership Accomplishments



Received **2020 Early Career
Woman Psychologist in
Management** Award

SOCIETY OF PSYCHOLOGISTS IN
MANAGEMENT (SPIM)



Co-edited & published: **2020
Diversity & Inclusion Special
Issue**

CONSULTING PSYCHOLOGY JOURNAL
(CPJ)



Interviewed: **Women of
LeadHERship 2020 Report**

HR.COM AND MHS COLLABORATIVE
PROJECT

Pay-it-Forward Donations Dramatically Increased

Valued at \$46,000

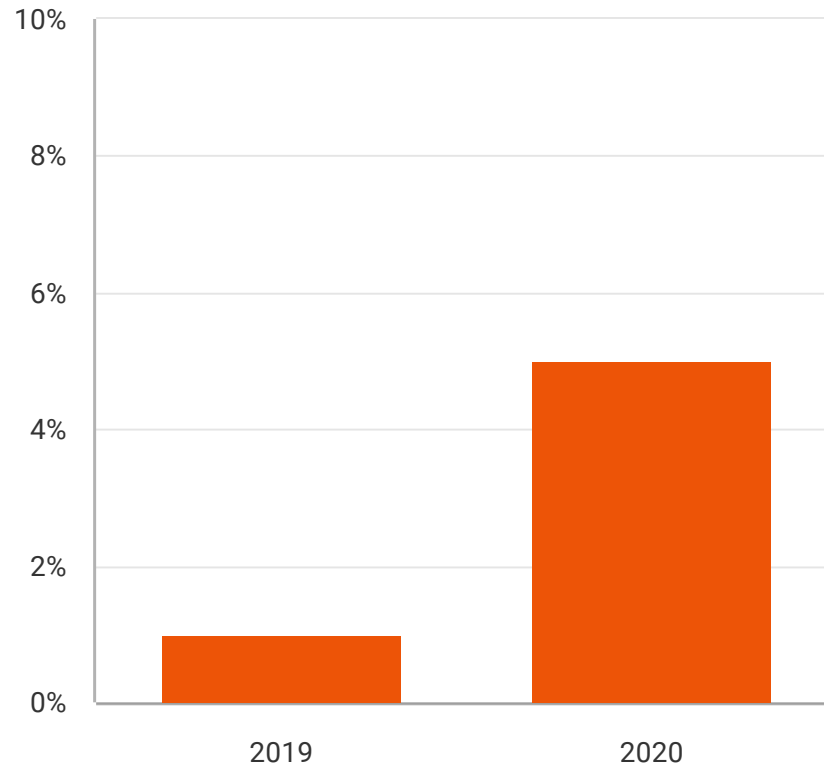
2.3x

INCREASE IN
DONATED TIME

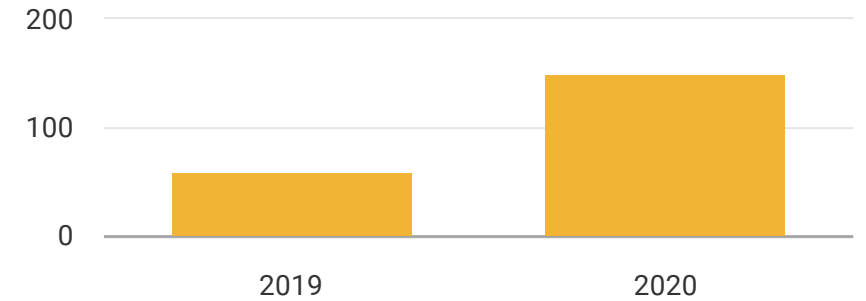
4.4x

INCREASE IN
CHARITABLE
FINANCIAL
CONTRIBUTIONS

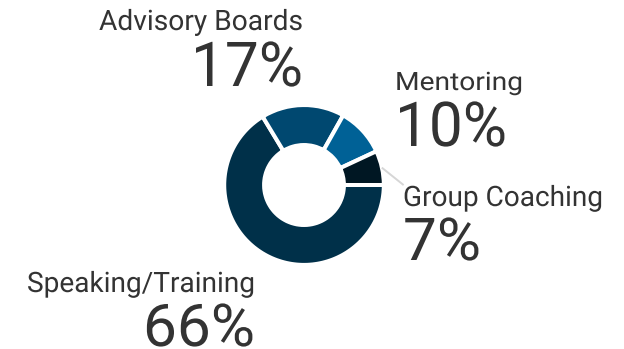
% Revenue Donated



Hours of Donated Time



2020 Donated Time Activities



A crumpled blue paper ball sits in the center of a spiral-bound notebook page. The page is filled with faint, hand-drawn sketches, including a large oval shape, a rectangular box, and various lines and arrows. A black pen is visible on the right side of the page. The overall scene suggests a process of brainstorming or planning.

2021 Plan

What 21

2021

Commitments

1 Thought Leadership: Be more visible & brave and help others do the same.

2 Business Development: Manage growth this year in the context of new VA job.

3 Create content that hits four areas of impact: functional needs, emotional needs, life changes, and social impact.

4 NEW Experiment: Explore what products and services can be developed from the Workplace Politics book.



2021

Goals





Thank you.

Thank you for sticking with us. See more work and learn more about individual projects on my website, social media, or drop me a line.

🌐 www.brancuassociates.com

✉️ mira@brancuassociates.com

🌐 [@MiraBrancu](https://www.linkedin.com/company/MiraBrancu)

📘 [@BrancuandAssociatesPLLC](https://www.facebook.com/BrancuandAssociatesPLLC)