

2022 Business Review & 2023 Goal Setting

Towerscope | December 2022

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Business Milestones



2022 Accomplishments



Word of the Year: Experimenting

- **Wrote and spoke about a new topic:**
Why Women Leave and What to Do About It
- **Tried & flopped:** Summer Emerging Consulting Series; a summer leadership program
- **Tried & succeeded:** 4 NEW group coaching programs



Recognitions

- Recognized among the “**Top 50 Influential Women in the Triangle**”
- Received, with research team, the “**Hero Award**” from A Lotta Love, a non-profit focused on designing safe, livable spaces for people living in homeless shelters, for our research demonstrating its impact.

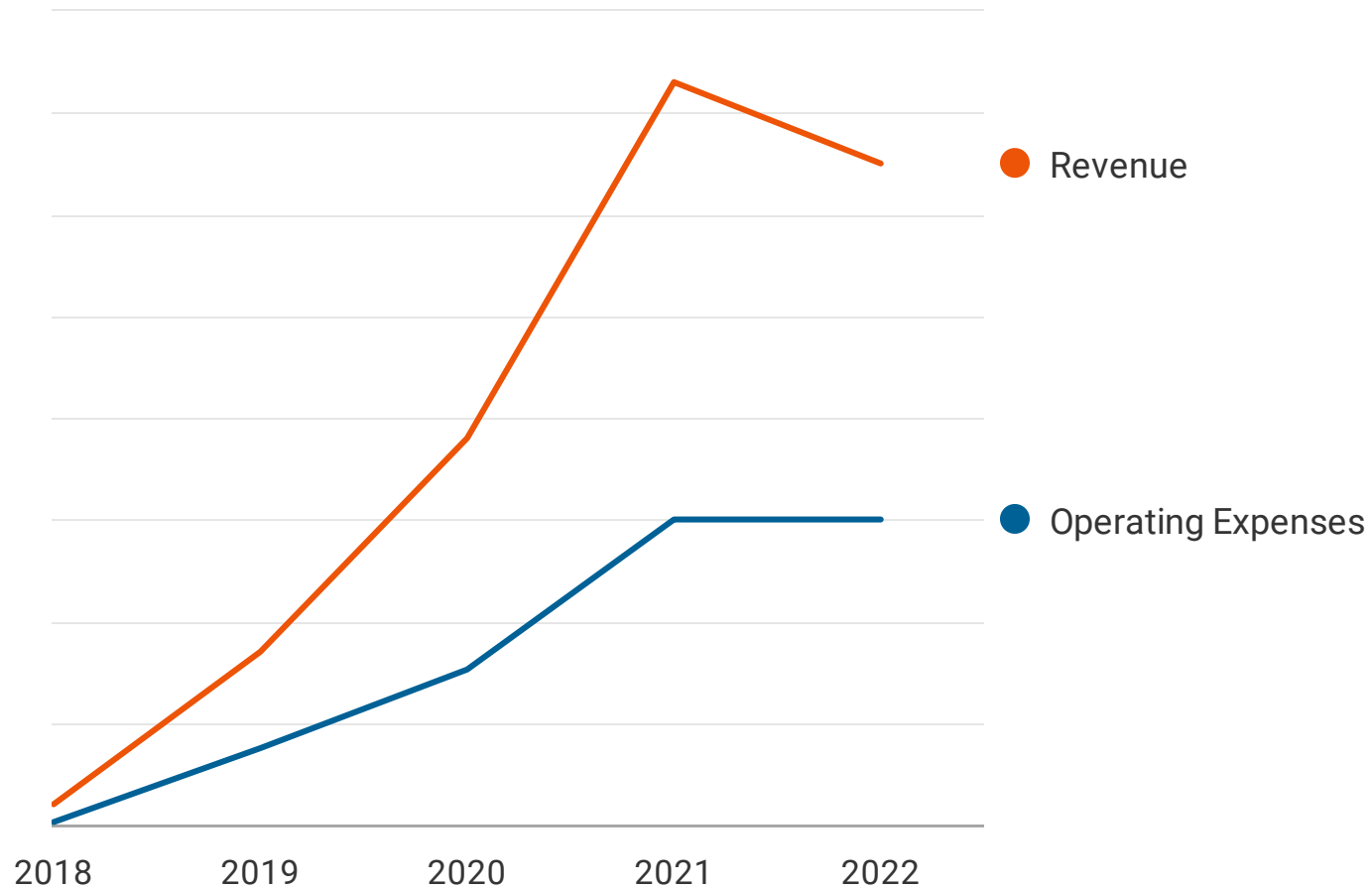


Rebranding!

- New logo & color palette
- Expanded focus
- Continued clarity of focus

Revenue & Expenses

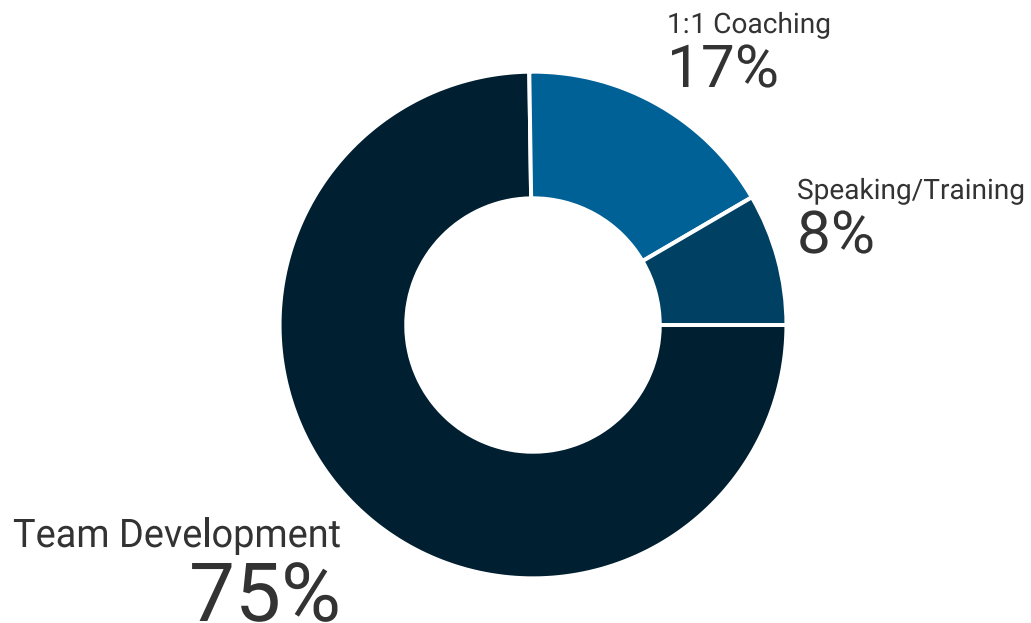
Growth Over Time



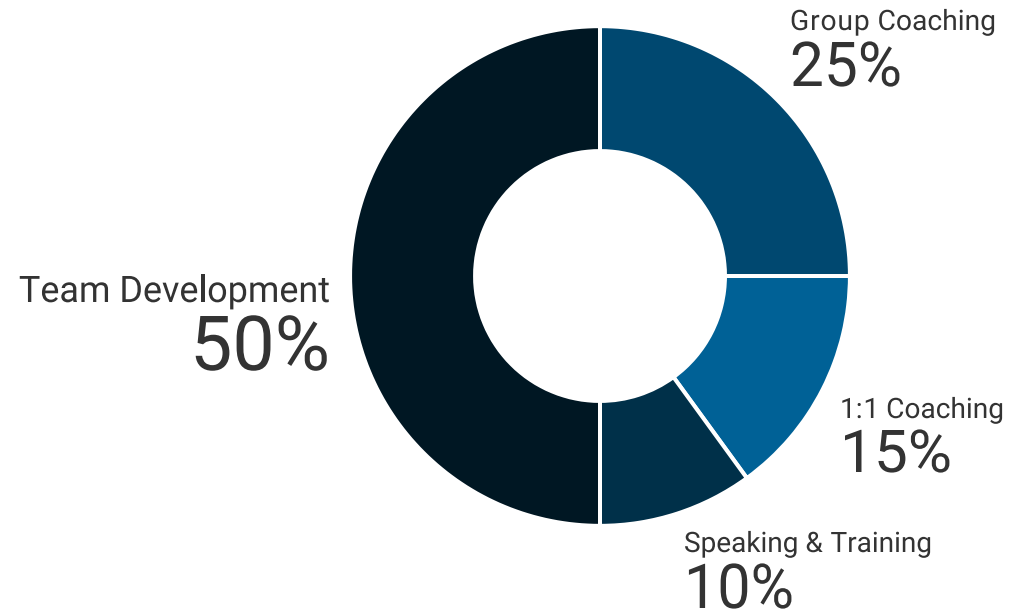
This year, we strategically invested time and money into experimenting with scaling models (training, group coaching) to evaluate viable next steps for future growth. This led to stagnant revenue growth that we hope will ultimately yield scaled growth for next year.

Revenue by Service Type

2022



Goal for 2023



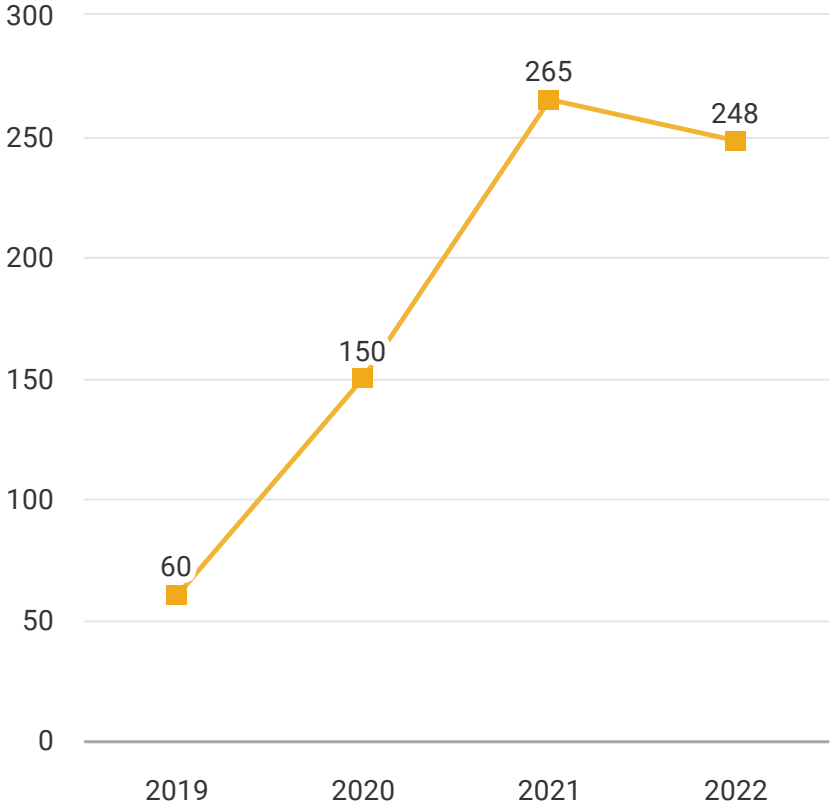
Goal for 2023: Increase group coaching and other scalable products and services for greater access and impact

2022 Pay-it-Forward Impact

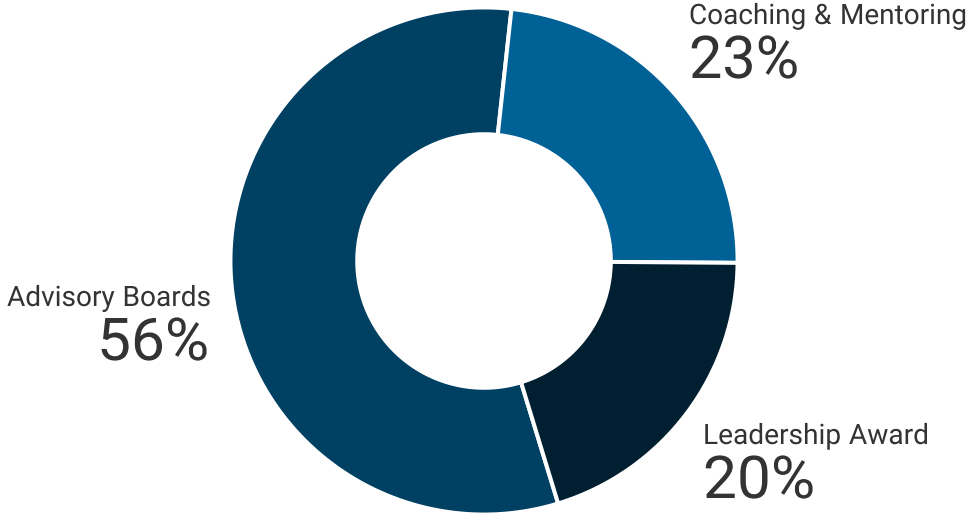
For every \$1 invested in Towerscope, at least \$1 in donated time and money was reinvested into supporting women's career and leadership advancement.

4x
INCREASE IN
DONATED TIME
SINCE 2018

Hours of Donated Time




Donated Time Activities



2022 Reflections: What did I learn?

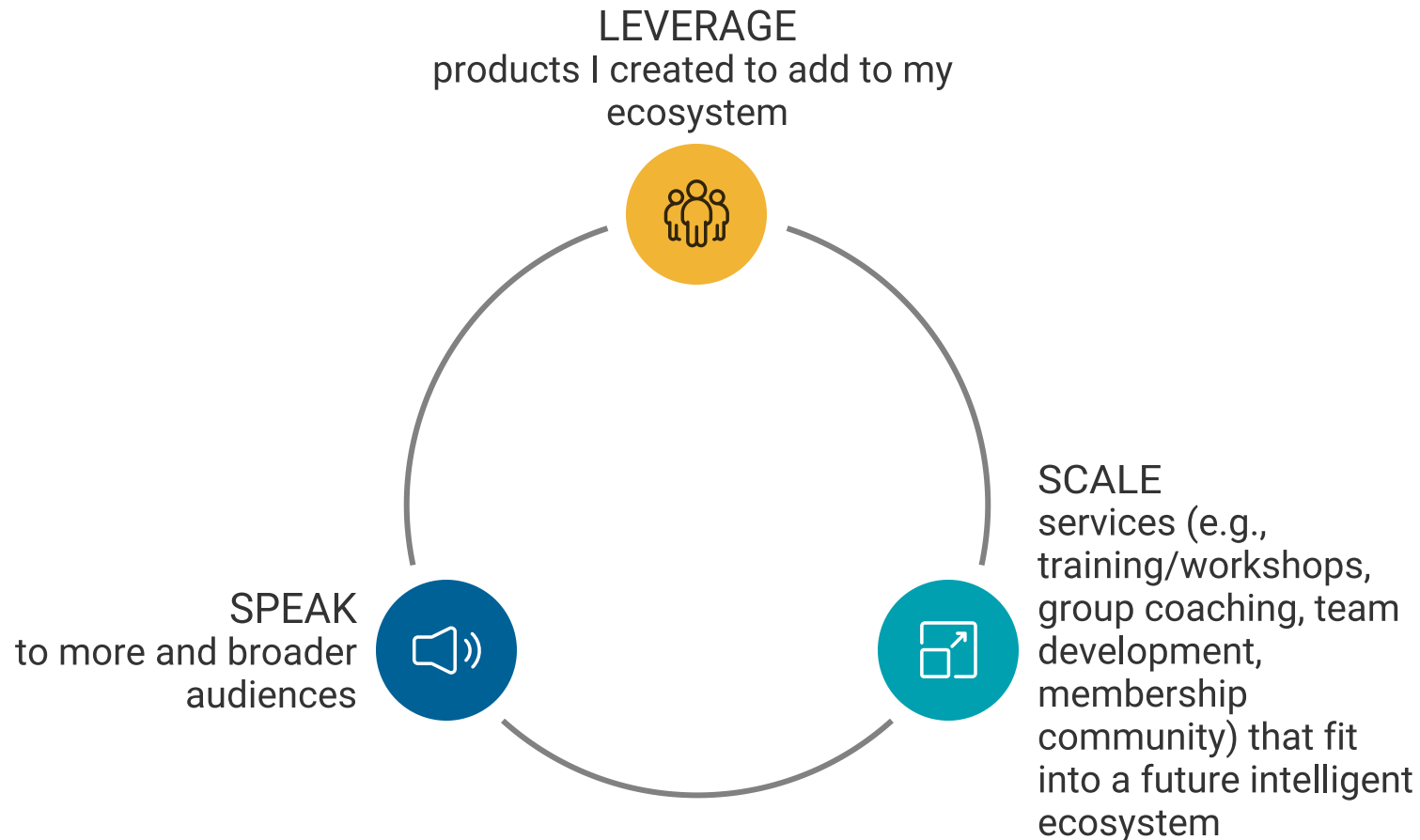
- 1 | Major revenue came from team development this year.
- 2 | Continued exploration for how to scale.
- 3 | Continued desire and focus on expanding speaking opportunities.
- 4 | I did not do well with optimizing the money-to-time calculations.
 - Ex.: For a second year in a row instead of donating LESS of my time, I donated MORE time. All of it was strategic, though, and I did learn something helpful from each situation.
 - Slowing down in November and December continues to help me avoid burnout and create more time to strategize.



A crumpled blue paper ball sits in the center of a spiral-bound notebook page. The page is covered with various hand-drawn sketches, including a large oval, a speech bubble, and a box with a plus sign. A black pen is visible on the right side of the page. The text '2023 Plan' is overlaid in a large, bold, cyan font at the bottom of the image.

2023 Plan

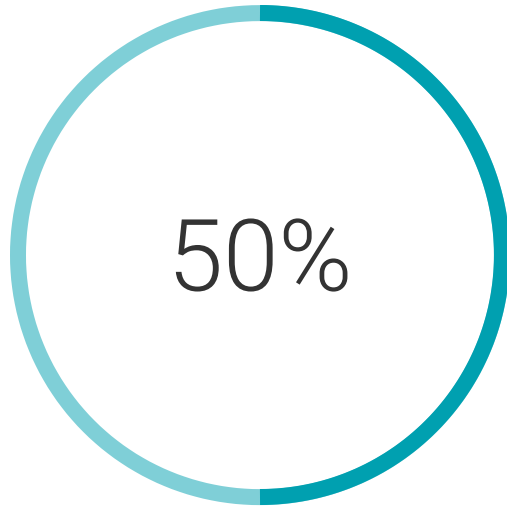
2023 Growth Goals



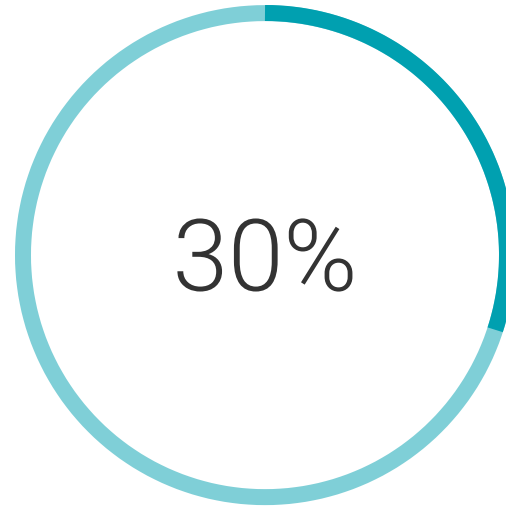
Words for 2023:

Fun & Focus

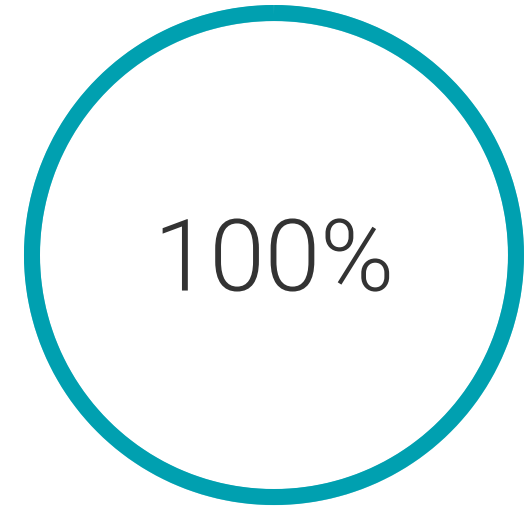
2023 Fiscal Targets



Revenue
Increase by 50%



Operating Budget
Maintain at 30% of total
revenue



Pay-it-Forward
Donation
Find ways to maintain the
1-1 donation matching
through ripple effect of
those in my community



Thank you.

Thank you for staying with us. Check out our new rebranding and projects on our website, social media, or drop us a line.

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