Majority Media

ACCELERATED · SAMPLE DELIVERABLE EXCERPT

Coordinated Project Plan

An excerpt from an Accelerated engagement: one plan running PathBuild™, PathOperate™ and PathOptimize™ side by side, with shared decision sessions.

ILLUSTRATIVE SAMPLE Northfield Ledger Co. is a fictional business. This excerpt shows the format and depth of the deliverable. It is not client work, and the figures are invented for illustration, not results.

The business at a glance

Business	Northfield Ledger Co. (fictional)
What it does	Bookkeeping and payroll for small trades businesses: contractors, landscapers, cleaning companies
Team	Owner plus two part-time contract bookkeepers
Clients	38 monthly clients, most billed hourly
Diagnosis	PathEval™: Change across positioning & offers, marketing & sales and operations & capacity, so Accelerated was chosen to rebuild in step

1. One plan, three workstreams

Timing is illustrative. Actual timing is set when the engagement is scoped.

Phase	PathBuild™	PathOperate™	PathOptimize™
Weeks 1–3	Offer audit; draft three tiers	Map current onboarding and close process	Time and cost audit; list profit leaks
Weeks 4–6	Finalize tiers and pricing; positioning framework	Build onboarding workflow around the new tiers	Delegation plan drafted against the new workflows
Weeks 7–9	Pricing page and buyer's journey built	SOPs written; CRM and dashboard set up	Fixes for top leaks put in place
Weeks 10–12	Messaging rolled out across site and proposals	Team trained on SOPs; first close on new system	Scaling pathway and benchmarks agreed

2. Where the workstreams depend on each other

Decision made in…	Unlocks work in…
PathBuild™: the three tiers and their limits	PathOperate™: onboarding steps and SOPs for each tier
PathOperate™: who does each step	PathOptimize™: the delegation plan
PathOptimize™: which leaks to fix first	PathBuild™: pricing for extras and add-ons

This is the reason to run the modules together: decisions in one workstream are made with the others in view, instead of months apart.

3. Weekly decision session

Who	Owner, project lead, and workstream leads as needed
Agenda	1. Decisions needed this week 2. What was finished 3. What's blocked 4. Next week's priorities
Output	A short decision log, shared after every session

4. Handover checklist

- ✓ Offer structure, pricing page and messaging framework delivered
- ✓ Onboarding workflow, SOPs and dashboard live and documented
- ✓ Delegation plan and scaling pathway reviewed with the owner
- ✓ Team walkthrough recorded; owner sign-off on every workstream