

2021 Business Review & 2022 Goal Setting

Brancu & Associates | December 2021

- 1 | Company overview
- 2 | 2021 Goals & Commitments
- 3 | Accomplishments
- 4 | Opportunities
- 5 | SWOT analysis
- 6 | 2022 Commitments
- 7 | 2022 Goals & Targets

Business Milestones

2018

BUSINESS FOUNDED

First Client (who is still with us!)

Established Psychology Today Blog series on women's leadership.

2019

VISIBILITY, CREDIBILITY, & IMPACT GREW

Speaking/media invitations;
3x social media connections.

Invited to serve as Associate Editor of Consulting Psychology Journal

Revenue doubled, applied 1% to Pay-it-Forward contributions

2020

FOCUS, EXPERTISE & RECOGNITION GREW

Added workplace politics & DEI as subspecialties

Started writing a book on workplace politics

Received Early Career Women Psychologist in Leadership Award

Revenue doubled, applied 5% to Pay-it-Forward contributions

2021

IMPACT & INFRASTRUCTURE GREW

Published Millennials Guide to Workplace Politics book

Larger-scale business opportunities

Revenue doubled (again!)

2021 Triangle Business Journal's Corporate Philanthropy Awardee

Started re-branding process & hired more fiscal and operational management help.

2021 Accomplishments

#1: Thought Leadership

- *Continued to get engage in thinking, writing, and speaking about the connection between racial and social justice topics and women's leadership development.*
- *Published Millennials Guide to Workplace Politics book.*
- *Psychology Today blog now has 39 posts.*

#2: Business Growth

- Revenue doubled
- Brought on a business operations management service to help support growing infrastructure needs.
- Engaged in several financial services to improve business fiscal management.

#3: Areas of Impact

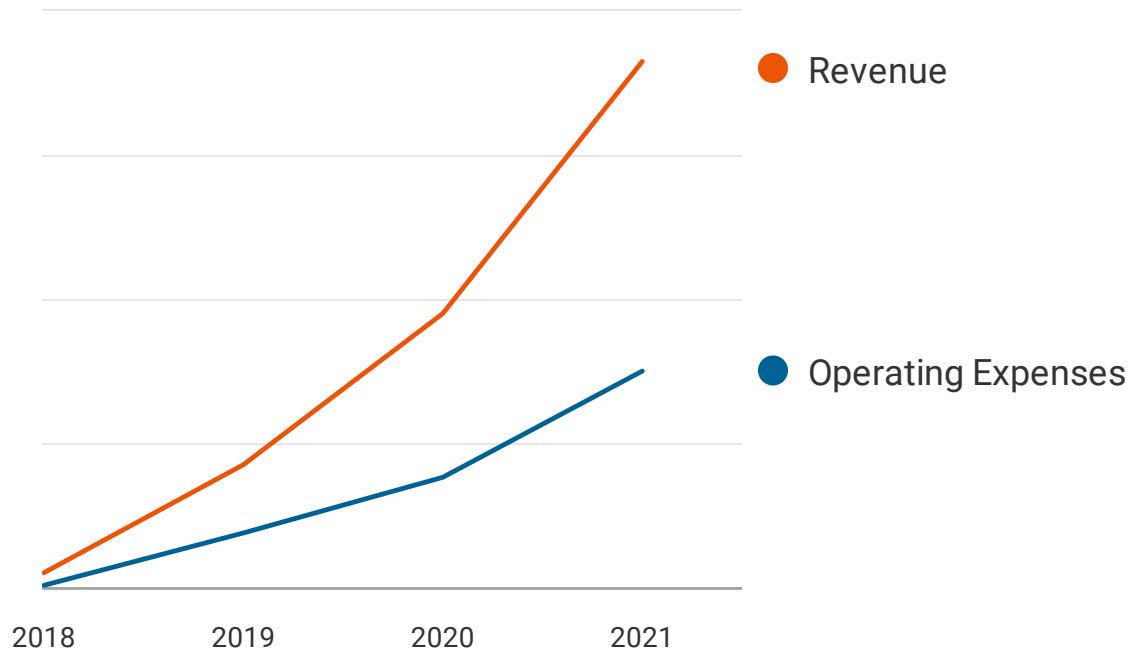
- *Began working with women facing important career decisions (all areas of impact: functional, emotional, life changes, and social).*
- *Received Triangle Business Journal's Corporate Philanthropy Award - (B&A reinvested over \$1 in community for ever \$1 in revenue)*

#4: Experiment

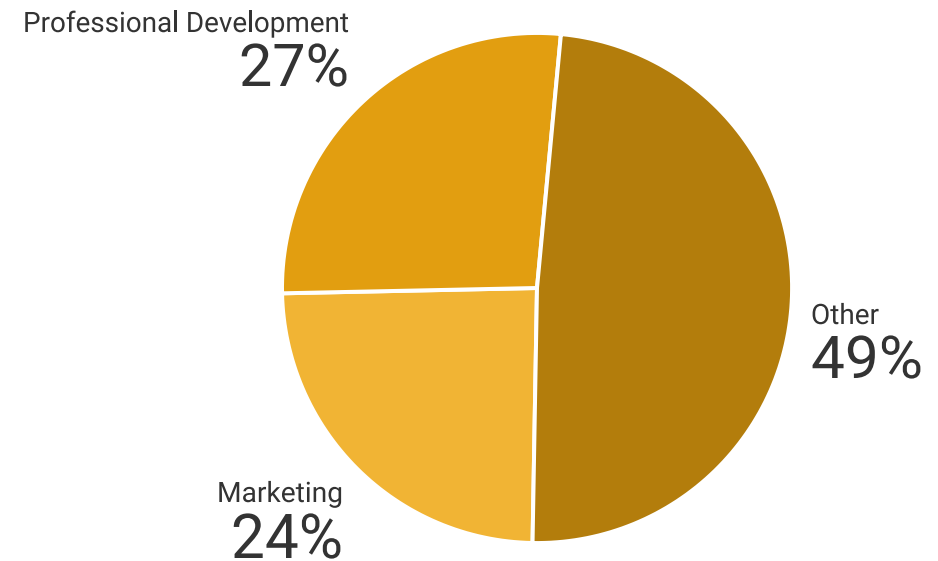
Began doing podcasts about the book which led to further refinement of a framework on workplace politics I will use for future products.

Revenue Growth & Expenses

Growth Over Time



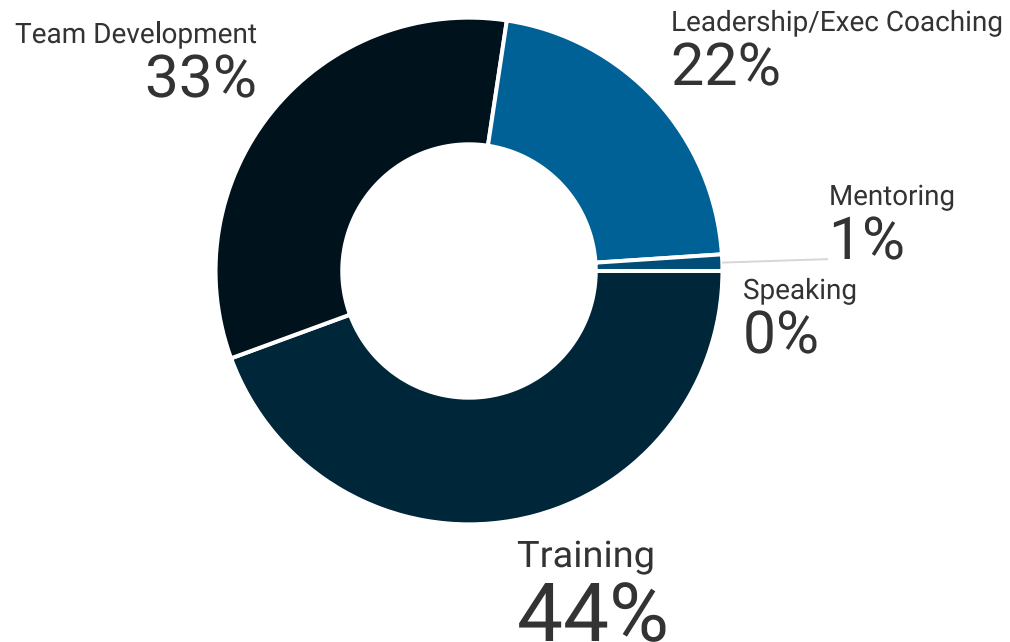
2021 Operating Expense Type



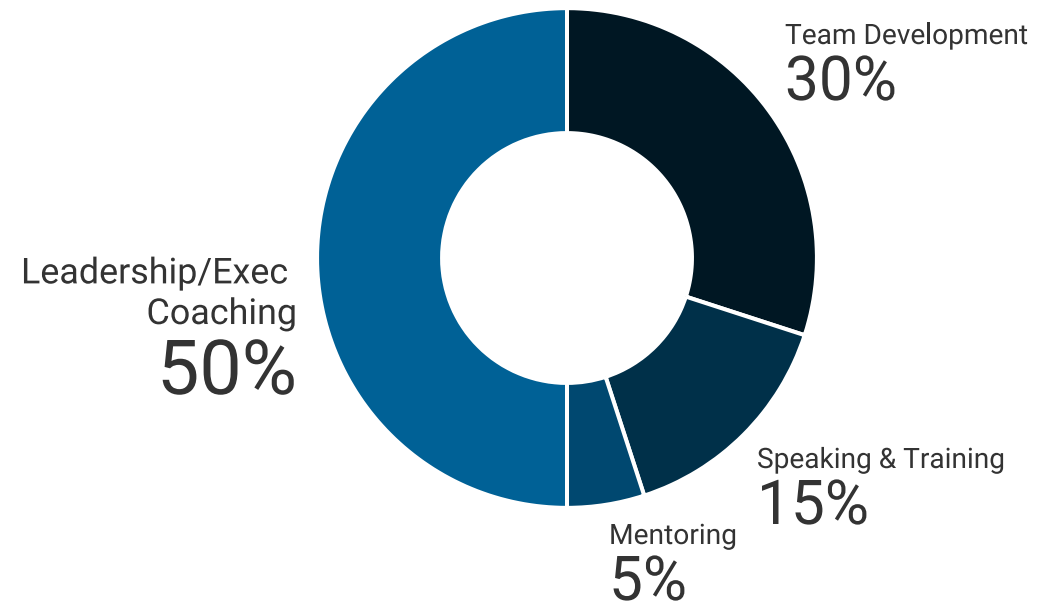
Given the unexpected doubling in revenue, we strategically increased our marketing, professional development, and operational budget to develop stronger infrastructure while the business continued to grow.

Revenue by Service Type

2021



Goal for 2022



Goal for 2022: Increase leadership/executive coaching, speaking, and mentorship and replace direct training with scalable self-paced products so I could have more direct time with clients.

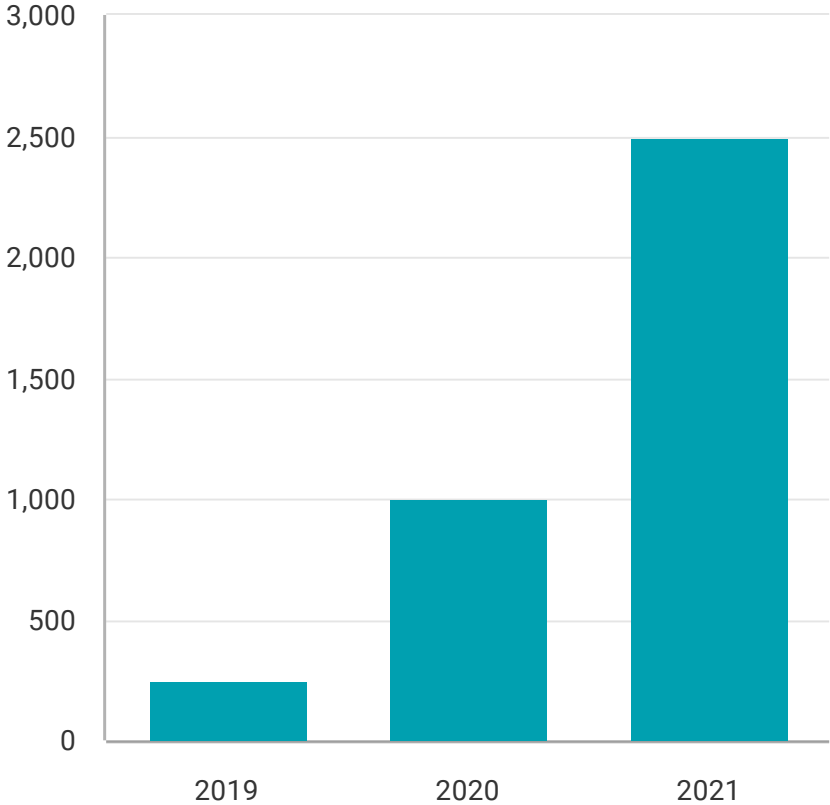
2021 Pay-it-Forward Impact

For every \$1 invested in Brancu & Associates, at least \$1 in donated time and \$ was reinvested into local and national causes to support women's career and leadership advancement.

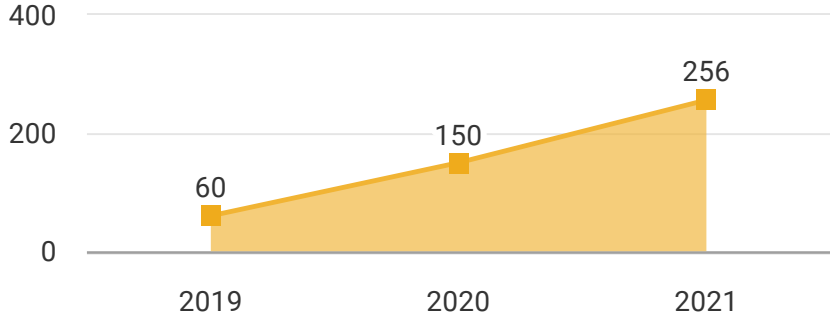
1.7x
INCREASE IN
DONATED TIME

2.5x
INCREASE IN
FINANCIAL &
IN-KIND GIFTS

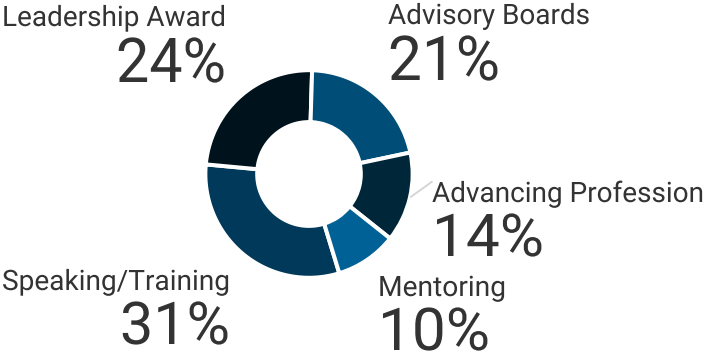
Financial & In-kind Gift Donations (\$)



Hours of Donated Time



Donated Time Activities



2021

SWOT Analysis

Strengths

- Increased referral base.
- Strong growing network of colleagues.
- Growing operational and fiscal management infrastructure.
- Growing subspecialty expertise.

Weaknesses

- Need to figure how to scale my services to keep growing and helping more people, making a greater impact, without burning out.
- Desire to keep working in stable day job.

Opportunities

- Develop new products from all the content already produced.
- How to grow my team.
- Bigger contracts that focus on organizational impact.

Threats

- Difficulty in scaling business in potentially saturated market. Need to further differentiate.

Opportunities for Adjustments

2021 Operating Expenses



2022 Planned Operating Expenses



2021 Reflections: What did I learn?

1 Ongoing growth seemed to come from:

- Expanding my visibility and credibility through thought leadership,
- Refining my focus,
- Growing my expertise in specific areas,
- Reinvesting in my professional growth and my business infrastructure needs

2 In order to manage continued growth, I need to be able to scale my services.

3 Speaking opportunities changed from offering in 2020 to being invited in 2021.

Would love to do more paid speaking.

4 Working smarter (not harder) means learning how to leverage resources, set boundaries, and optimizing the money-to-time calculations.

- Ex.: Last year, one goal was to donate LESS of my time, given how little of it I have to give. But I ended up donating MORE time instead. However, it was more strategic which helped me feel valued.
- Taking November and December off from new clients helped me avoid burnout and create more time to strategize and focus on business infrastructure.



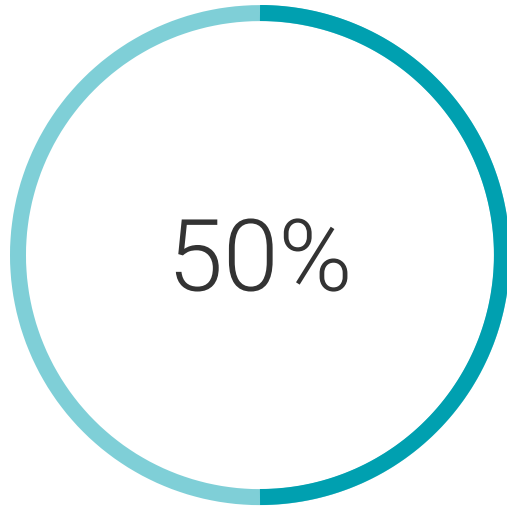
A crumpled blue paper ball sits in the center of a spiral-bound notebook. The notebook page is covered in faint, hand-drawn sketches, including a large oval, a speech bubble, and various geometric shapes. A black pen is visible on the right side of the page. The overall scene is dimly lit, with a soft blue glow emanating from the crumpled paper.

2022 Plan

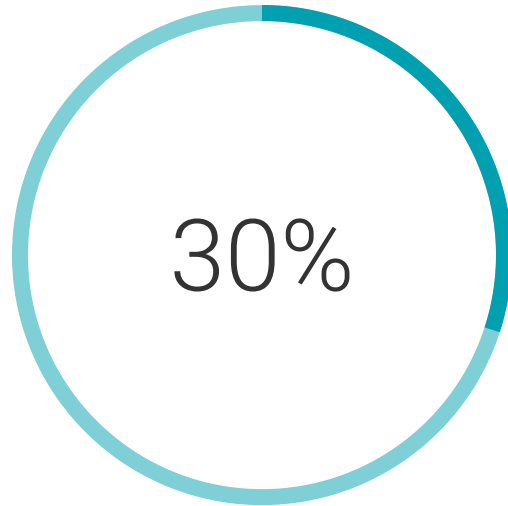
2022 Growth Goals



2022 Fiscal Targets



Revenue
Increase by 50%



Operating Budget
Reduce back to 30% of
total revenue



Pay-it-Forward
Donation
Challenge myself to keep
matching time/money
donations for ever \$1 of
revenue



Thank you.

Thank you for staying 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)