

Portfolio.

Revenue & Internal alignment Advisory

I help “founders” & “senior managers” increase revenue, both short term and long term.

Short-term revenue support & long-term growth by fixing internal decision-making, alignment, and governance, & by structuring decision documents around the right stakeholders when revenue, partnerships, or funding are on the line.

-Yasmeen Tarek

Who This Is For

I help "founders" & "senior managers" increase revenue by fixing internal decision-making. Short-term revenue support and long-term growth by mapping (and fixing) unclear decision ownership, internal alignment, and governance that blocks revenue & prevent scaling.

This work is typically relevant during phases such as:

- growth
- restructuring
- organizational transition
- pre-scale, pre-franchise, or pre-investment preparation

Recurring Execution Blockers

(Observed Across Client Engagements Since 2017)

Based on hands-on work inside growing, transitioning, and restructuring businesses, these are the most common internal blockers I consistently encounter:

Execution Challenge	Frequency Observed Across Client Work
Lack of structure & standardized processes	Very frequent (≈80–85%)
Poor communication & departmental misalignment	Frequent (≈70–75%)
Resistance to change & failed digital transformations	Common (≈60–65%)
Weak or unclear sales & revenue models	Common (≈55–60%)
Ineffective marketing & positioning	Moderate (≈50–55%)
Employee turnover & culture friction	Moderate (≈45–50%)
Unstructured client acquisition & sales process	Moderate (≈40–45%)

How to Read the Case Studies

These are not *success stories*.

They document how decision and execution issues were addressed to help businesses move forward during growth, pressure, or change.

****Anchor Case Studies:**

Yasmeen Tarek

Structuring International Expansion & Execution Alignment

CASE-01

(National e-payment operator and infrastructure provider in Jordan)

A national e-payment operator with an established presence across multiple international markets entered a new phase of expansion and internal restructuring. While growth momentum was strong, internal structures, ownership clarity, and coordination mechanisms were not fully aligned with the scale and complexity of operations, creating friction across markets and leadership layers.

Problem

- Expansion activities were heavily dependent on individuals rather than systems, limiting scalability and consistency
- No standardized framework existed to evaluate new market or franchise opportunities, resulting in fragmented decision-making
- Handover between roles and regions was informal, with no structured transition process, creating gaps in ownership and continuity
- Executive visibility across international markets was limited, with no unified reporting framework to support data-driven decisions
- Recent leadership and structural changes (including expansion roles) were not supported by formal change management, increasing the risk of internal friction and misalignment
- Strong individual contributors were compensating for missing systems, masking structural weaknesses while increasing long-term dependency risk

My Role

I was brought in as a consultant to support international expansion and internal structuring, working directly with senior management and key stakeholders across the organization. My work included:

Structural & Decision-Level Intervention

- Mapped stakeholder roles, influence, and decision flows across expansion activities
- Identified structural gaps between ownership, execution, and decision-making layers
- Reframed expansion challenges from operational issues to system and alignment issues
- Advised on leadership transition dynamics within the expansion function, including risks related to unclear ownership and informal handovers

Operational Structure & Foundations

1. **Expansion & Franchise Evaluation SOP** (*structured framework to qualify and assess new market and franchise opportunities, including decision checkpoints and stakeholder involvement*)
2. **Operating Model Mapping (Franchise & Expansion)** (*definition of roles, responsibilities, ownership boundaries, and execution flow required for scalable operations*)
3. **Reporting & Monitoring Framework (In Progress)** (*design of a simple, scalable reporting layer to provide executive visibility and support data-driven decision-making across international markets*)
4. **Transition & Change Structuring (Advisory Layer)** (*handover logic, internal and external communication approach, and phased transition design to support leadership changes without friction*)

Organizational Dynamics & Change Alignment

Analyzed internal dynamics and behavioral patterns affecting execution and collaboration

Identified risks related to leadership transitions, including role overlap and lack of structured onboarding

Advised on the need for formal change management to support adoption of new structures and processes

Proposed a phased approach to implementation, starting with simple, low-friction systems to ensure adoption before scaling complexity

Outcome

1. Shift initiated from individual-driven execution to system-driven structure
2. Clearer evaluation logic for expansion and franchise decisions

3. Foundations established for scalable reporting and executive visibility across markets
4. Improved alignment between leadership roles within the expansion function
5. Transition from documentation-focused work to implementation-focused execution

Duration

- Ongoing advisory engagement

Yasmeen Tarek

Structuring Execution During a Growth Phase

CASE-02

Hyginix (Hungary)

Hyginix is a residential and commercial cleaning company in Hungary that entered a rapid growth phase without the internal structure required to support it. Increased demand exposed weaknesses in decision-making, operational ownership, and scalability, putting both service quality and leadership capacity under strain.

Problem

- One large B2B client accounted for **30–40% of revenue** while consuming a disproportionate share of operational capacity
- Roles between founders, operations management, and supervisors were unclear, causing decision overlap and escalation
- Supervisors operated without documented processes or training, leading to inconsistency and burnout
- Scheduling, reporting, and workforce planning relied on fragmented Google Sheets, limiting visibility and control
- No standardized SOPs, onboarding, or backup staffing structure existed
- High turnover and lack of backup cleaners increased service disruptions and customer complaints
- Leadership was forced into daily firefighting instead of strategic oversight

My Role

I stepped in as a business development and internal alignment advisor during a transition phase, with a mandate to stabilize execution, reduce dependency risks, and prepare the business for scalable growth. My work included:

Structural & Decision-Level Intervention

- Reframed the company's growth problem from "capacity shortage" to **structural and decision misalignment**

- Led company-wide surveys and 1:1 interviews to surface root causes behind turnover, overload, and communication breakdowns
- Mapped decision bottlenecks and redefined ownership across leadership, operations, and supervisors
- Advised on critical hiring and termination decisions to rebalance operational capacity

Operational Structure & Foundations

- Designed a clear organizational structure with defined roles, authority boundaries, and escalation paths
- Built a full SOP library covering core and secondary operations
- Developed a comprehensive employee handbook and supervisor training modules
- Rebuilt the backup cleaner model to reduce service risk and burnout
- Revised the business model logic to support more predictable operations

Revenue & Commercial Enablement

- Reduced operational pressure by advising on the restructuring of large B2B client engagements
- Designed and launched a new B2B service line (“Dedicated Cleaners”) including:
 - workforce planning logic
 - service workflows
 - pricing structure
 - legal and operational guidelines
- Created a performance-based B2B case study used as a sales asset. The sales asset was used to sell more B2B contracts highlighting the below achievements of the company and resulting in reduced sales cycles.
 - ~10% reduction in customer complaints
 - 20-point improvement in internal performance scorecards
 - ~\$20,000 reduction in refund-related costs within three months

Digital Transformation & Change Adoption

- Led the end-to-end transition from manual tools to a centralized work management system
- Defined system workflows to reflect real operational processes, not generic software logic
- Built and executed a structured change and adoption plan, including:
 - stakeholder analysis and training design
 - supervisor and field team training sessions
 - adoption tracking and reinforcement mechanisms

- Automated B2C lead nurturing and retention workflows, reducing manual follow-up and improving repeat bookings

Outcome

- Operations shifted from individual-dependent execution to system-driven workflows
- Decision-making became clearer, faster, and less centralized
- Supervisors gained structure, training, and authority to manage day-to-day execution
- Leadership regained visibility and control without increasing involvement
- A scalable operational and revenue foundation was established during an ongoing change phase

Duration

- Ongoing advisory engagement

Strategic Planning & Operational Alignment Across a Multi-Branch Healthcare Organization

CASE-03

Diamond Laboratories

Diamond Laboratories is a multi-branch healthcare and medical diagnostics business operating across eight locations. As the organization expanded, performance issues emerged across operations, people management, and sales: many of them *unidentified* or poorly understood; creating friction, low morale, and inconsistent results between branches.

Problem

- Inefficiencies across internal operations, sales processes, and employee management
- Areas of friction affecting performance were present but not clearly identified or documented
- No standardized SOPs governing:
 - medical and quality-control processes
 - managerial and administrative workflows
- Sales cycle was undefined, leading to:
 - inconsistent prospect handling
 - uneven customer experience
 - lost revenue opportunities

- Misalignment between employee roles and expectations
- Low morale and high turnover driven by ambiguity, weak communication, and inconsistent management practices

My Role

I stepped in as a strategic planning, change management, and operational structuring advisor, with a mandate to **surface hidden friction, standardize execution, and align people, processes, and performance across all branches.**

Strategic Diagnosis & Business Analysis

- Conducted employee interviews and behavioral assessments to build role-fit and performance profiles
- Spent time on-site at each branch, observing:
 - reception workflows
 - patient interaction
 - daily operational behavior
- Mapped all core business processes across:
 - medical services
 - administration
 - sales and customer service
- Identified bottlenecks, inefficiencies, and communication breakdowns
- Performed a gap analysis linking observed issues to missed business objectives
- Delivered a structured recommendations roadmap tied to measurable improvement areas

Change Management Framework

- Designed and implemented a tailored change management system to:
 - reduce resistance
 - support adoption of new processes
 - stabilize teams during transition
- Created clear communication channels to surface issues early and reduce internal tension

SOP System & Employee Handbook

- Authored a comprehensive SOP framework covering:
 - medical procedures and quality control
 - managerial workflows (purchasing, internal communication, crisis handling)
 - technician onboarding, assessment, and performance standards
- Consolidated SOPs into a unified employee handbook to:
 - clarify roles and expectations
 - standardize behavior across branches
 - align medical and managerial accountability

Sales Team Formation & Enablement

- Established a dedicated sales team focused on both sales and service quality
- Designed a structured sales cycle covering: prospecting, lead qualification, closing, and after-sales follow-up
- Delivered targeted sales training, including: customer interaction and trust-building, objection handling, and service-oriented selling

Outcome

- Roles and expectations became clear through employee profiles and the handbook, reducing misunderstandings
- Internal communication improved, increasing cooperation and team morale
- Sales performance improved due to a structured, repeatable sales process
- SOP implementation standardized operations across all eight branches
- Time wastage decreased and productivity increased organization-wide

Duration

- Advisory engagement across multiple structured phases (completed)

Restructuring Operations & Preparing the Business for Franchise Expansion

CASE-04

Multi-Branch Roastery Business (confidential)

A multi-branch roastery business operating under a single brand name but functioning as a family-run operation. While the brand had market presence, internal operations were fragmented, undocumented, and inconsistent across branches. The owners wanted to standardize operations, attract an investor, and prepare the business for **franchise expansion**.

Problem

The business was not franchise- or investor-ready due to structural gaps:

- No internal systems or formal documentation
- Family-run operating model with undocumented, people-dependent processes
- Each branch operated independently despite sharing the same brand
- Significant inconsistencies across branches in:
 - sourcing
 - roasting methods
 - packaging
 - product quality
 - customer experience
- No standardized quality control or governance structure
- No franchise model or operational logic to support replication

My Role

I stepped in as a business development and operational structuring advisor with a mandate to **standardize execution, eliminate variability, and prepare the business for franchise and investor discussions**.

My role focused on **franchise readiness, operational governance, and scalability**, not day-to-day branch management.

Business & Operational Diagnosis

- Visited all seven branches with an appointed representative
- Assessed end-to-end workflows across:
 - sourcing
 - roasting
 - packaging
 - in-store operations
- Conducted a product consistency assessment, identifying major quality variations between branches
- Coordinated with a quality controller and auditor to:
 - map discrepancies
 - identify root causes
 - define non-negotiable quality standards

Franchise Standardization & Governance

- Developed a full SOP framework covering all core operations across branches
- Created documentation to enforce:
 - consistent roasting standards
 - quality control checkpoints
 - packaging and handling procedures
 - customer experience guidelines
- Translated informal family knowledge into **replicable, franchise-ready systems**
- Structured a franchise operating model suitable for:
 - local expansion
 - future international markets

Business Model & Data-Driven Alignment

- Built a business model aligned with franchise objectives from scratch
- Collaborated with a colleague to analyze ERP data across branches
- Identified operational inefficiencies and performance gaps
- Delivered a structured report linking:
 - operational inconsistencies
 - cost leakage
 - scalability risk

Outcome

- Consistent quality standards established across all branches
- Operational variability reduced through documented systems

- Franchise-ready documentation created to support: investor discussions, due diligence, and replication
- Clear franchise operating logic defined for future expansion
- ERP insights used to correct inefficiencies and improve decision-making
- The business moved from a family-run model to a **scalable, franchise-ready structure**

Duration

- Advisory engagement across multiple structured phases (completed)

Yasmeen Tarek

Business Model Clarification, Market Validation & Change-Led Commercialization

CASE-05

FP Biomechanics / Functional Patterns Jordan

FP Biomechanics Jordan is a specialist biomechanics and movement training business led by a highly technical founder. The business was at a strategic crossroads: strong technical expertise and service quality existed, but growth, positioning, and commercialization decisions were being constrained by unclear structure, untested assumptions, and internal resistance to sales and visibility.

The engagement focused on helping the founder **clarify the business model, validate services in the Jordanian market, and choose the right next growth phase**; without forcing premature decisions.

Problem

- Business model was implicit rather than clearly defined or testable
- No structured view of historical data (leads, conversion, objections)
- Sales was viewed with hesitation and stigma, despite being essential to scale
- Brand identity and long-term direction were unclear.
- Services were not systematically tested or validated in the local market
- Risk of making long-term structural decisions without financial clarity or real-world feedback

My Role

I stepped in as a **business development, change management, and commercialization advisor**, working closely with the founder to clarify direction, challenge assumptions, and design a structured path toward the *right* next phase of the business.

My role focused on **decision architecture, validation, and readiness for scale**, not surface-level execution.

Key Interventions & Workstreams

Business Model & Strategic Clarity

- Translated the existing website and service logic into a clear, working **Business Model Canvas**
- Used the BMC as a live decision tool to: test assumptions, track changes, compare growth scenarios
- Challenged existing perspectives around: franchising, ownership models, long-term founder involvement

Next-Phase Decision: Franchise vs. Independent Studio

- Structured a clear decision framework comparing: becoming a franchisee and building an independent studio
- Built a **financial breakdown** for each path, including: cost structures, revenue logic, risk exposure, and scalability constraints
- Designed a **decision scorecard** to evaluate each option across:
 - financial viability
 - control and autonomy
 - growth potential
 - personal values alignment
- Helped the founder reach clarity on the **most realistic and aligned next phase**, based on data and his vision.

Resource & Capacity Planning for the Next Phase

- Mapped required resources for the chosen growth path, including: people, time commitment, operational capacity, skill gaps
- Helped sequence growth so expansion would not: overwhelm the founder, compromise service quality
- Reduced future execution risk by aligning ambition with capacity

Data, Objections & Market Reality

- Built a simple CRM structure to map: historical leads, conversion rates, drop-off points
- Anticipated customer objections using: historical data, desk research, social listening, interviews and surveys
- Reframed objections as **design inputs** for service packaging and messaging

Sales Re-Engagement & Funnel Recovery

- Designed a manual re-engagement process for dormant and “dead” leads
- Helped the founder:
 - re-approach inactive prospects
 - test new positioning and offers
 - validate demand without paid acquisition
- Used re-engagement results as **live market feedback** to refine the offer

Founder Values, Identity & Decision-Making

- Explored how personal values (control, autonomy, independence) were shaping business choices
- Identified how reluctance to visibility and “being the face” was unintentionally limiting growth options
- Designed scenarios where:
 - visibility is phased
 - dependence on the founder reduces over time
 - the business becomes structurally independent

Brand Communication & Change Management

- Designed a **communication strategy** aligned with:
 - the chosen growth phase
 - internal readiness
 - external perception
- Applied change-management principles to branding so messaging:
 - prepared the market
 - reduced resistance
 - supported adoption
- Ensured brand evolution felt intentional, not abrupt or identity-driven

Testing, Validation & Go-To-Market Experiments

- Designed a testing-first approach: small actions, fast feedback, iteration over certainty
- Defined real-world validation experiments
- Proposed B2B validation paths

Financial & Operational

- Ensured financial projections supported strategic decisions

Outcome

- Founder gained clarity on whether to: become a franchisee or build an independent studio
- Decision supported by: financial breakdowns, scorecards, and resource planning
- Business model externalized into a usable strategic framework
- Sales reframed from a blocker into a controlled growth lever
- Dormant leads reactivated and used as live validation inputs
- Brand communication aligned with change readiness and next-phase direction

Duration

- Multi-phase advisory engagement (Completed)

Yasmeen Tarek

Additional Case Studies & Situational Proof

CASE-06 to 14

Beyond the selected case studies included in this portfolio, I maintain a separate archive covering complex operational, commercial, and change-driven situations.

- **CASE-06 | Al-Reem Detergents Factory:** Operational overhaul and SOP standardization during a growth and compliance phase
- **CASE-07 | Profix Group:** Change management and digital standardization across a multi-unit organization
- **CASE-08 | Multi-Branch Physiotherapy Center:** Restoring service consistency after a failed digital transformation
- **CASE-09 | Chef's Equipment Australia:** Transitioning a family-owned business into a corporate operating structure
- **CASE-10 | SAKAN Platform:** Building a brand from zero and generating organic, recurring revenue
- **CASE-11 | Industrial Engineering Manufacturer:** Eliminating operational cost through technical communication alignment
- **CASE-12 | Mugshot Productions:** Structuring internal operations and client acquisition strategy
- **CASE-13 | Aqua Bloom:** Business model redesign and product validation for an agritech startup
- **CASE-14 | Founder-Led Startup (Confidential):** Rebuilding leadership engagement and internal execution discipline

***These materials are shared **selectively and upon request**, based on relevance to the situation being discussed.*

Request an Initial Business Development Alignment Discussion

In this discussion, we typically:

- clarify the real blocker behind stalled execution
- assess decision and alignment gaps
- determine whether an advisory engagement makes sense

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