

THE GLASSROOT METHOD

Four steps, in the same order, every time

The first two steps set the plan. The last two build it and keep it running. You know the price and length of each step before you agree to it.

STEP	WHAT HAPPENS	WHAT YOU HAVE AT THE END	PRICE
1 Find what's true ABOUT 2 WEEKS	We talk with each of your leaders one on one, look at the numbers and at how work moves through the company, and tell you plainly what we think the real problem is.	YOU KEEP A written statement of the real problem, and a clear answer on whether we should keep working together.	\$5,000 on its own, counts toward Phase 1
2 Write the plan with you ABOUT 6 WEEKS	We meet with your leadership team every week. Your leaders write the plan and we guide it. Nothing gets built yet.	YOU KEEP A signed plan: direction, owners, order, and a fixed price and finish date for every system it needs.	\$20,000 for steps 1 and 2 together (Phase 1)
3 Build what the plan calls for SET IN THE PLAN	We build only the systems the plan names: workflows that run on their own, tasks that start on a schedule, project tracking that flags what is slipping, reports that assemble themselves.	YOU KEEP Working systems your people use every day, and training for the people who run them.	Per system \$10,000 or \$27,500, larger quoted
4 Run it with you MONTHLY	A named owner on your team runs the day-to-day. We keep the systems working and stay for the judgment calls and for deciding what to build next.	YOU KEEP A plan still in use months later, owned by someone on your team.	From \$2,500 a month

THE RULES WE HOLD TO

- **The plan comes first.** Nothing gets built until your leadership agrees where the company is going.
- **We tell you what not to build,** before any work starts.
- **A person signs off.** The systems run the work, and a named person approves anything before it reaches a customer, a board or a bank.
- **Every figure traces back** to the record it came from in your own systems.

What each step costs

Every price is fixed before you agree to it. Both of us, Matt George and Mike Silvestri, are in every session.

FIRST TWO WEEKS • STEP 1

\$5,000

One-on-ones with each of your leaders and a written statement of the real problem, yours to keep.

If you continue within 30 days, the \$5,000 counts toward Phase 1 and the rest is \$15,000.

PHASE 1 • STEPS 1 AND 2

\$20,000

About 60 days. You finish with a plan your leaders wrote and signed, with every system priced and dated.

Paid on its own, whether or not you build anything with us. Half at signing, half when the plan is signed.

BUILDS • STEP 3

Per system

A fixed price for each system in the plan: \$10,000 for a small one, \$27,500 for one several teams use. Larger ones are quoted on their own.

Paid in equal monthly amounts across the build. If we run late, you pay nothing extra.

After the build • Step 4

Three monthly packages. They differ in how much of our time you get. A small change takes under a day and adds no new system; anything bigger is quoted before we start.

	Keep It Running	Run It With You • recommended	Hold the Seat
Who it is for	Your team runs the tools and you want them kept working	You want both of us with you every month on what to fix and build next	You need a senior AI and operations lead now, before you hire one
Systems kept up, fixes, updates	Included	Included	Included
Small changes	Quoted	Included	Included, first in line
Leadership session with Matt and Mike	None	Monthly	Weekly check-in
Review of what to build next	No	Quarterly	Quarterly
Mike as your AI and operations lead	No	No	Yes, until you hire one
Price	\$2,500 a month	\$5,000 a month	\$10,000 a month for each day a week, six-month term

WHO OWNS WHAT

We own the code. You get a permanent license to use it inside your company, change it, and have another developer maintain it for you, even if we stop working together. Your data is yours.

ALSO PRICED SEPARATELY

New tools after the build, software and AI usage at cost, and speaking, workshops and leadership retreats.

Start with a free 30-minute working session. We will tell you what we think you need, where we fit, and where someone else would serve you better.

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