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When we started working with Paterson, our organization was experiencing the effects of a fractured, siloed leadership team and everyone was rowing in different directions. After just 8 months, *we've made tremendous progress* in our culture and alignment, now able to shift our focus to improving operations, program delivery, and scaling our justice enterprise.



Tasha Kennard  
CEO

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WestFall Gold is an experience design agency and fundraising consultancy for organizations passionate about advancing good.

*40% increase in revenue*  
growth targets after 12 months of engagement

*Successful alignment of new acquisitions*  
into one cohesive team

Deployment of their  
*Core Values into the culture*



WESTFALL GOLD

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*StratOp is the underpinning of our success*  
as we rebuilt a thriving organization post pandemic.

It guided us to create a shared vision, clear  
measurements of success, alignment of our board  
and staff and clarity of our biggest risks. Our  
organization *has never before had such clarity*  
among its volunteers, staff and stakeholders.



Sarah Reese

Senior VP Of Operations

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StratOp has been *nothing short of revolutionary* for our team. It's given us a shared language and *created a culture of accountability* toward our overall mission.

---

Michelle Parish

Grants Director, Community Foundation of Abilene

STORY PROVIDED BY

Eddy Smith | Tharseo Group

*StratOp and LifePlan Guide*

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During this past week, I felt like I was "*planning the route to the Himalayas*," learning from teachers and travel gurus like Jeff and Mary, who guide us on what to bring, what to pack, and how to react to moments of uncertainty and self-doubt. I have also equipped myself to see in those moments opportunities to learn, grow and *strengthen my resolve* and that of the entire team that accompanies me.

Jeff and Mary have been expert Guides...helping us plan our route through the mountains. So, even though the summit is not yet in sight, I continue to *move forward with hope and perseverance*. Every day, every step taken in this project becomes one more step on the road to a future in which education is a beacon of light and hope for generations to come.

---

Rubén

Founder of TechEd startup PAÍDA, Lima, Perú

STORY PROVIDED BY

Jeff Adams & Mary Wade

*StratOp and LifePlan Guides*

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StratOp has *given us clarity* in determining which important tasks we need to focus on. We used to get so overwhelmed with the seemingly endless areas in the business that demanded our attention. Using StratOp, we've been able to isolate and prioritize tasks within any given timeframe and work on those specifically.

It has given our company a more well-defined organizational structure, *empowering other leaders at all levels* within our company to be more effective.

---

Greg Mulder

COO, Mulder Holding Company

STORY PROVIDED BY

Jay Hidalgo | Business & Leadership Coaching

*StratOp Guide*

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In a season of immense culture shock and navigating the familiarly unfamiliar, LifePlan helped me to make *meaning from the transitions and turns* my life had taken and pointed me toward a hopeful future.

Most of all, it helped me find my way back to myself and a vision for who I am becoming.

*I am forever grateful.*

STORY PROVIDED BY

Laurie Sorensen | Hundredfold Harvest

*LifePlan Guide*

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The LifePlan was a turning point in my life. I went into the time without a sense of specific purpose or where I was going in life and I left with *renewed purpose* and *God's calling on my life*.

---

Sajit Sasi

Principal Solutions Architect at Elastic

STORY PROVIDED BY

Kent Rabalais | Kent Studio

*StratOp and LifePlan Guide*



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I have participated in several evaluation workshops and used multiple tools to discover my skills and personality traits. *The Paterson LifePlan is by far the best and most complete* goal setting and alignment process in which I have ever participated.

---

Mike Hahn

Senior Training Leader

STORY PROVIDED BY

Kent Rabalais | Kent Studio

*StratOp and LifePlan Guide*

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StratOp provides a structure for our team to *come together intentionally* to communicate, dream, and envision our goals while *helping us focus on actions we can take* to accomplish those goals. I can't imagine where we'd be (or not be) if we hadn't started using StratOp 5 years ago.

---

Katie Alford

President & CEO, Community Foundation of Abilene

STORY PROVIDED BY

Eddy Smith | Tharseo Group

*StratOp and LifePlan Guide*

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At 21, Argentine/Mexican soccer player Santiago suddenly found himself playing for a national championship in Europe, soccer's biggest stage. His unprecedented success in his first year left him as the desired object of some of the world's best teams and in the first stages of significant income. Add to that impending marriage in a few months, and this young man was overwhelmed. Several of his soccer friends had *benefitted greatly from a LifePlan* and he knew that he desperately needed one, too. So much so that he convinced his dad, a former soccer legend and current TV commentator, to get one as well.

Armed with perspective and his unique life purpose, he is now *armed with the confidence that comes with clarity* to make the best choices and he embarks on a career filled with promise.

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## Santiago

Professional Soccer Player, Argentina/Amsterdam

STORY PROVIDED BY

Jeff Adams

*StratOp and LifePlan Guide*

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Igor is a world class Chilean soccer player. The young player came to faith through the testimony of an older player who baptized him in his swimming pool and convinced him that he needed a LifePlan. LifePlan changed his life, gave him purpose, clarity, affirmed his values, and *gave him a holistic plan for his future.*

So dynamic his transformation, he brought Jeff Adams back two years later to do a LifePlan for his wife. In High School she was that girl with all the talent, beauty, and popularity. But the day she went on her first date with Igor and the press camped outside her house, she lost her identity, and was just Igor's girlfriend. In LifePlan, *she rediscovered and affirmed* her unique talents, values, and purpose.

The most amazing thing happened! She quickly began to unfold like a rose from the bud. Her transformation overshadowed her husband's. No longer a mere asterisk, she is the other half of the team, using their celebrity and resources to *make a difference to bring hope to others.*

---

Igor

Professional Soccer Player, Chile

STORY PROVIDED BY

Jeff Adams

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At 55 years of age I knew I was on the right pathway of life, knew who I was and knew my value as a businessman, artist and leader of my family.

I knew that for more than 39 years I had never diverted from my adolescent dreams – which gave me great joy and peace. However, the great challenges I so desired were unfinished, because for years I have been lost in the abyss of confusion, trying to understand the restrictions and chains that kept me from reaching my ultimate goal.

I worried that I no longer had the strength of my 20's or the abilities of my 40's, and time continued relentlessly. It was in these circumstances, that when I completed a LifePlan under the direction of Jeff Adams, the *entire panorama became clear* to me in a matter of two days. I believe they were transcendental days that will be written in the story of my life. Thanks, Jeff, for your patience, wisdom and fresh word that, with all, helped me refocus my vision and challenged me.

*The countdown has begun. Thank you.*

---

Rubén Bonilla

Producer/Film Maker, Perú

STORY PROVIDED BY

Jeff Adams

*StratOp and LifePlan Guide*