

BENCHMARK

FORWARD

Right Problem. Right People. Right Path Forward.



THE RIGHT PROBLEM CHANGES EVERYTHING

Most businesses don't lack good advice, capable people or ideas. The challenge is that they're often looking at different parts of the same business.

Business owners are left navigating competing opinions, disconnected recommendations, and uncertainty around what should happen next.

We believe better decisions happen when the right people are working from the same understanding of the business.

**That belief is the foundation of the
Benchmark Forward process.**

THE STORY

You know something needs to change. But where do you start?



Owner says

"We need focus! We're trying to do too much and we're not clear on where the growth should come from."



Finance says

"We need better margins! More sales won't solve the problem if we're not making enough money on the work we already have."



HR says

"We need the right people! We don't have the capacity or internal skills and talent to support growth."



Marketing says

"We need leads! We have to increase awareness and get more people through our full pipeline. We're getting opportunities, we're just not converting enough of them"



Operations says

"We need to improve our systems! We're losing out on taking part in new opportunities due to lack of efficiency in our processes."



The Results?

Too many possible options = Decision fatigue = No clear path forward.

NO SINGLE PERSPECTIVE TELLS THE WHOLE STORY. ➔ BUT EACH PERSPECTIVE IS VALUABLE.

WHO WE SERVE

Benchmark Forward works with owners and leaders who know something needs to change.

If you find yourself navigating growth, change, pressure, or opportunity (especially when it's difficult to know what needs attention first) we want to work with you.

Our process works best for leaders willing to look honestly at the business, challenge assumptions, make decisions, and take action.

IF ANY OF THESE SOUND FAMILIAR...

- ✓ Growth is creating pressure
- ✓ Too much depends on you
- ✓ Systems haven't matched operational pace
- ✓ No clear strategic plan for the business
- ✓ Marketing efforts feel hit or miss
- ✓ Your team is stretched thin
- ✓ Profits aren't matching the efforts
- ✓ You see a transition or succession planning in your future
- ✓ You're unsure what to prioritize first

We Can Help

WHO WE BRING

We bring you the "Bench".

The Bench is a curated group of experienced professionals brought together around the specific needs of your business.

It is not a fixed team or a one-size-fits-all roster of consultants.

Instead, we identify where additional expertise, perspective, or capacity will have the greatest impact and build the right Bench around your business.

This may mean bringing in people and culture, leadership, strategy, operations, finance, sales, marketing, technology, governance, or other specialized areas.

The Bench is not there to replace the people already working in your business.

It works alongside your existing leaders, team, and trusted advisors, adding expertise and capacity where it is needed and strengthening the work already being done.

This gives your business access to the right level of support without the cost and commitment of adding permanent staff. Just as importantly, it removes the burden of having to find, coordinate, and connect multiple independent professionals yourself.



THE BENCH DOES NOT OPERATE IN SILOS.

Together, we look across the business, connect the dots, and build a clear and complete picture of what is happening and what needs to happen next.

The result?

Additional capacity without unnecessary complexity, and the right expertise around your business, when and where it matters most.

THE FORWARD ROADMAP

HOW TO STOP MAKING DECISIONS BASED ON GUT AND WHAT'S IN THE BANK ACCOUNT

1

DIAGNOSE.

Understand the Business

Before jumping to solutions, we look at what's happening across the business through conversations, information, observation and the right expertise.



THE DIAGNOSTIC PROCESS ASSESSES 5 KEY AREAS

PURPOSE

Direction, alignment, strategy, and business goals.

PEOPLE

Leadership, culture, accountability, and capacity.

PROCESS

Systems, workflow, efficiency, and scalability.

POSITIONING

Brand, market position, sales, and customer experience.

PROFIT

Revenue, margins, cash flow, and financial performance.

2

BENCHMARK.

See What Matters

What we learn through Diagnose is brought together and considered across the business. The right people come around the table to challenge assumptions, connect the dots and separate symptoms from what may actually be driving them.



YOUR FIRST "BENCHMARK BLUEPRINT" SCORE

The **Benchmark Blueprint** provides your first comprehensive view of the business as a whole. It brings together the findings from the diagnostic process and presents them through a structured scorecard, creating a clear benchmark of where the business stands today and where attention is needed most. Through the scorecard, you will be able to clearly identify...

Strengths • Gaps • Risks • Opportunities • Priorities

3

FORWARD.

Drive What Matters

With the priorities clear, we build the roadmap - what happens next, who owns it, who needs to be involved, and how progress will be measured.



YOU MAKE THE DECISIONS. WE MAKE THEM INFORMED

The scorecard is the baseline, not the finish line.

What comes next is shaped by what the business needs, drawing on your existing team and advisors, the Bench, or both.

Ongoing Advisory - Regular continued touch-points with your Bench to ensure focus and momentum is maintained.

Targeted Expertise - Access to the right expertise for a specific challenge, need, or point in time.

Implementation Support - Hands-on support to move a priority or project forward.



"BUT WHAT IF I HAVE A CRISIS RIGHT NOW?!"

Don't worry, we can still help.

We don't ignore what's urgent while we diagnose what's important. Immediate issues are addressed as they arise, while we continue to understand what's driving them.



Because just fixing today's fire doesn't fix what truly caused it.

THE BELIEF BEHIND THE WORK



OUR VISION

Thriving Business



Strong Community



Healthy Economy



OUR MISSION

We exist to challenge the broken systems small businesses have grown accustomed to navigating by rebuilding fragmented support structures through coordinated expertise, trusted relationships, and real community.

OUR VALUES



COMMUNITY IN ACTION

Community is defined by participation, not by proximity. We show up, contribute, and actively support the businesses and people around us.



SOLVE THE REAL PROBLEM

We look beyond symptoms. By bringing the right perspectives together, we uncover root causes, challenge status quos, and focus on the problems that matter most.



COURAGEOUS HONESTY

We pursue clarity over comfort. Truth emerges when we challenge ideas, question our own assumptions, and leave ego at the door.



COLLABORATION OVER ISOLATION

Many founders carry the excitement, and the burdens, largely on their own. We believe asking for help is part of building a successful business.



OWNERSHIP & AGENCY

The business belongs to the owner. The final decisions are always theirs to make.

ESTER PIKE

Strategic Functional Architect

Ester Pike is an experienced business owner, strategist, and operational leader with a background spanning executive development, strategic planning, and business operations. She holds a Master's of Science in Occupational Psychology, is dual-certified through the British and Canadian Psychology Associations, and has been recognized through several awards including Top 40 Under 40.



Ester has worked with major local, national, and international organizations across consulting, leadership training, and organizational development. She has delivered workshops, seminars, and speaking engagements focused on helping teams improve human factors and performance.

Outside of work, Ester enjoys all that life in the Okanagan has to offer and is a passionate advocate for supporting local businesses and the people who make the community thrive. She is actively involved in supporting local mental health and economic sustainability initiatives and non-profits, and believes strongly in giving back to the community that has been home for so many years.

WHAT YOU CAN EXPECT

As a Strategic Functional Architect, Ester looks at the whole business, connecting strategy to performance. She will bring an objective perspective, uncover opportunities, translate human insight into practical strategy, and turn complexity into clear action and decision-making.

KRIS SIGMETH

Chief Connector & Impact Officer

Raised in a family farming business, Kris grew up seeing firsthand how closely business decisions are tied to people, livelihood, and family. She went on to build businesses of her own, shaping an ownership perspective that has stayed with her throughout more than 25 years in business.



Her experience spans business ownership, management consulting, and operational leadership, including leading some of the highest-performing locations within a 350-location franchise system, developing teams, and working alongside franchise owners to strengthen their businesses. Across those experiences, Kris became known for asking questions that get beneath the obvious issue, challenging and refining ideas, and connecting people, perspectives, and parts of a business that may otherwise be considered separately.

Kris believes community is built by how we show up for one another. She values genuine relationships, deeper conversations, and different perspectives. For Kris, that means contributing, making connections, and creating opportunities for the people and businesses around her.

WHAT YOU CAN EXPECT

Kris will ask questions, challenge assumptions, and connect dots that may otherwise remain separate. She brings people, perspectives, and expertise around the same table to uncover what may be getting missed and make sure the right problem is being addressed before everyone races toward a solution.

BENCHMARK FORWARD

BUILT TO HELP BUSINESSES SEE THE WHOLE PICTURE.



CONTACT US

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www.benchmarkforward.ca