

# Wellington HR

## Building the Infrastructure to Reclaim Capacity

A delivery-only Capacity Accelerator for Wellington HR, Riviera HR and Key HR



## OVERVIEW

# Executive summary

Wellington HR is a busy, established consultancy delivering bespoke HR work across three brands, with no shortage of clients and a team that cares deeply about the quality of what it provides. What holds the firm back is not demand. It is the weight of manual processes, the absence of shared systems, and the time that quietly leaks away into admin rather than the work that matters most.

The opportunity is straightforward to describe and genuinely worthwhile: reclaim the capacity currently tied up in manual effort, and standardise the way work is delivered so that consistent, high-quality service can be repeated across Wellington HR, Riviera HR and Key HR. The aim is to lighten the load on everyone, protect the time of the people doing the work, and free the team to spend more of its energy on higher-value client work and on the business itself.

**This is a delivery-only engagement focused entirely on internal infrastructure. It is not about marketing, lead generation or winning more work. It is about making the work you already have easier, calmer and more consistent to deliver.**

The approach is designed to carry the whole team along. New tools will be intuitive and introduced with hands-on support, so that everyone, whatever their comfort with technology, can adopt them without a steep learning curve. The benefit is shared across the firm, and this document is intended as something the team can read together and shape, rather than a change handed down.

## WHERE THINGS STAND

# Diagnostic and current state

The current operating reality was described plainly and honestly during our conversations, and what follows is that picture reflected back rather than a critique. A great deal of the firm's knowledge lives in people's heads and on paper. As the team put it, "so many people are very pen and paper based. It's all in their head, and things aren't automatic as they should be." That knowledge is valuable, but at present it is difficult to share, hard to hand over and impossible to standardise.

### A fragile single point of access

Billable hours are tracked on a spreadsheet that, in the team's own words, "only one of us can access at a time because if any more goes in there it messes up and we lose entries." This is a concrete, agreed problem. It slows the team down, it puts data at risk, and it is exactly the kind of thing that can be resolved early to produce a visible improvement everyone can feel.

### Time and consistency

- Roughly half of the team's time is absorbed by admin rather than client-facing work, with the observation that "time is definitely a huge one because we're always so busy."
- There is little in the way of shared infrastructure, summarised directly as "we don't have infrastructure. We don't have systems."
- Processes are not yet standardised across the three brands, which the team recognised in noting "you don't have standardization."
- Confidence with technology varies across the six consultants, and "some of the team, tech they're not tech-savvy, and that can be a barrier."

None of this reflects a lack of capability or care. It reflects a firm that has grown busy and successful without pausing to build the underlying systems, and the mixed confidence with technology is simply a design consideration for how change is introduced, not a shortcoming to correct.

## WHY IT MATTERS

# Strategic context

These operational fixes connect directly to what the firm is working towards. Revenue is already sitting above the monthly stretch point, and the ambition is to sustain and grow it further. Doing that without simply working longer hours means reclaiming capacity from admin and directing more of it towards working on the business rather than only in it.

Consistency is the second thread. A bespoke, personal service is a genuine strength, and the goal is not to dilute it. Standardisation and shared infrastructure are what allow a bespoke model to scale without losing its character; they handle the repeatable groundwork so that consultants can spend their judgement and warmth where clients actually notice it, across all three brands equally.

**When capacity is freed and delivery is consistent, the benefit flows to the whole firm: stronger margins, more room for reinvestment, and reward that is shared across the people who create it.**

The strategy, put simply, is to protect what already works and remove the friction around it. The people-first character of the firm stays exactly as it is; what changes is how much easier it becomes to sustain.

## WORKING WITHIN REALITY

# Constraints

Any workable approach has to respect the practical realities of a small firm, and the design starts from those realities rather than treating them as obstacles.

- A compact team of six consultants working across all three brands, with limited spare time for long, disruptive rollouts.
- Mixed confidence with technology, which the solution accommodates through intuitive, low-friction tools and hands-on setup rather than expecting everyone to adapt at the same pace.
- A busy client workload that must continue uninterrupted while any changes are introduced.
- A clear and sensible preference to invest in systems rather than add headcount, seeing infrastructure as the route to more capacity.

The preference to avoid recruitment shapes the whole engagement. Rather than adding a person to absorb the admin load, the aim is to remove much of that load altogether, so the team's existing capacity stretches further. That is a considered capacity choice, and the proposal is built to support it directly.

## IF NOTHING CHANGES

# Risk of inaction

It is worth being clear about what continues if the current position holds. Time keeps leaking into admin at roughly the same rate, and the busyness that already stretches the team does not ease. The single-access spreadsheet remains a fragile point of failure, with the ongoing risk of lost entries. Knowledge stays held in individuals rather than shared systems, which leaves the firm exposed whenever someone is unavailable. And inconsistency across the three brands persists, making quality harder to guarantee as volume grows.

There is also the recruitment question, described as "looming over our heads at the moment." Left unresolved, growing admin pressure tends to force a hiring decision by default, and that may not be the most efficient answer for the firm. Investing in systems now is the route to relieving that pressure before it makes the decision for you.

**The underlying theme is resilience. Every process that lives only in one person's head or one person's spreadsheet is a point of fragility. Moving that knowledge into shared systems makes the whole firm steadier and less dependent on any single individual being available.**

## HOW WE DELIVER

# Phased roadmap

Delivery is staged so that momentum builds and confidence grows with each phase. An early, high-impact fix lands quickly, and the more involved work follows once the team has felt the first improvement. Throughout, rollout is guided and hands-on, so less tech-confident consultants are carried along rather than left to work things out alone.

### **Phase 1: Replace the fragile spreadsheet**

The first move is to replace the single-access billable-hours spreadsheet with a proper shared tracking system that multiple consultants can use at once, without the risk of lost entries. This is the early, visible win: something concrete that can be reported back at the managers meeting and pointed to as evidence that the approach works.

### **Phase 2: Capture knowledge into documented workflows**

Next, we work with the team to bring the knowledge currently held in people's heads and on paper into documented, automated workflows and standard operating procedures. Repetitive admin such as onboarding, offboarding and standard documentation is streamlined so it takes less time and runs more consistently. This is about moving knowledge into shared systems for the benefit of the whole team, never about changing how any individual works.

### **Phase 3: Standardise templates across the brands**

With workflows documented, we standardise templates and repeatable processes for common service lines, including ER work, policy, contracts and HR audits, so any consultant can deliver consistently across Wellington HR, Riviera HR and Key HR while keeping the bespoke feel clients value.

Throughout: guided rollout and adoption support

Adoption support runs across every phase. Setup is done with the team, tools are chosen for ease of use, and everyone has the hands-on help they need to feel comfortable. The aim is for the whole team to feel the change as relief, not disruption.

THE RIGHT PARTNER

Why Empowrd AI

Empowrd AI is well suited to a delivery-only build of this kind. We understand bespoke professional-services delivery, where the value sits in judgement and relationships and the systems exist to protect that time rather than get in its way. Our focus is on practical infrastructure and automation that earns its place, not tooling for its own sake.

We work hands-on and at the pace of the team we are supporting. For a small, values-led firm, that means introducing change carefully, bringing everyone along, and building the buy-in that makes new ways of working stick. Technology and automation are quiet enablers here; they support consultants and give them time back, they do not replace the human work that clients come to Wellington HR for.

This engagement is squarely about internal capacity and consistency. It respects how the firm already likes to work, removes the friction around it, and treats the whole team as partners in the change rather than subjects of it.

INVESTMENT

Investment

The engagement is structured as a phased delivery programme, so value arrives in stages rather than waiting on a single large handover. Each phase is scoped as a self-contained piece of work with its own outcome, beginning with an early, visible fix and building towards fully documented, standardised operations across all three brands. This lets the team absorb each change comfortably before the next begins, and gives you clear checkpoints to review progress and confirm the direction of what follows.

| Engagement                                           | GBP        | USD           |
|------------------------------------------------------|------------|---------------|
| Signature Blueprint<br><i>First step • 2–4 weeks</i> | £4k        | \$5k          |
| Capacity Accelerator (delivery only)                 | £3.5–4k/mo | \$4.6–5.1k/mo |

Figures shown are indicative and pending Aman's confirmation before issue. The phasing is designed to be flexible; individual phases can be sequenced or paced to suit the team's availability and the rhythm of client work.

## THE TEAM

# Your founders

### EMPOWRD AI | CO-FOUNDER

## Aman Singh

*Technology, Marketing, Systems & Commercial Discipline*

Aman leads technology and automation architecture and commercial discipline at Empowrd AI. He brings deep experience in revenue operations, architecture and commercial cadence, and is focused on building the operational backbone that supports optimisation, process discipline and organisational efficiency.

### EMPOWRD AI | CO-FOUNDER

## Zoë Walters

*Strategy, Transformation & Client Insight*

Zoë leads strategy, change management and client insight at Empowrd AI. With a background in HR, organisational design and commercial leadership, she translates business complexity into clear people, process and transformation roadmaps.

# A shared step forward, at your pace

This proposal is intended as something the team can read together and shape, not a change imposed from outside. It starts with a fix everyone will feel quickly, builds towards documented, consistent operations across all three brands, and does it in a way that protects people's time and the personal service that defines the firm. The next step is simply to talk it through, agree where to begin, and set a comfortable pace for the work that follows.

**Let's confirm the starting phase and a timeline that fits around your client work.**

## CONFIDENTIAL

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