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Purposed HR

Purposed HR: Building the Engine Around Your Expertise

A growth and delivery roadmap for turning nearly two decades of HR and leadership expertise into a full-time, income-replacing business

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THE OPPORTUNITY

Executive summary

You have reached the point where you want to get serious about the business, moving Purposed HR from a part-time venture into a full-time operation that reliably replaces corporate income. That is a significant step, and the timing is earned. Nearly two decades of HR and leadership experience now sit behind a business that is ready to carry your full attention, and the numbers already tell you the demand is there.

You are at roughly 45k year to date against a 100k target for 2026, with a best month of 16k in June. Those are not the figures of a business searching for a market. They are the figures of a business whose expertise is wanted and whose income does not yet arrive predictably. The gap is structural, not one of capability. What is missing is an engine built around what you do, so that revenue recurs rather than swings and your highest-value time is spent where it earns.

The demand is already there, demonstrated by the results you are seeing. What Purposed HR needs is not more capability but a repeatable engine that converts that demand into recurring, predictable revenue.

This proposal sets out a twin solution. First, a marketing and offer engine that attracts and retains the ideal midsize clients you have described, so you keep delivering the leadership and culture work you love. Second, a delivery pathway that moves the tactical document work off your plate and onto the subcontractor bench you already have. Together, they protect your time and turn a strong year into a repeatable one.

WHERE THINGS STAND

Current state

Purposed HR today runs on a mixed revenue model: flat-fee leadership trainings, hourly investigations, handbooks, and a per-employee subscription you have begun to pilot. You typically hold three to five active clients at any time, most of them project-based, and you have four subcontractors available for tactical delivery. Your Brevo list of around 1,000 contacts, largely HR practitioners, opens and clicks but does not yet convert.

That picture points to two structural gaps in the current architecture, neither of which reflects how well the work itself is done.

No repeatable holistic offer

In your own words, much of the work has felt like project work, one and done. You have described wanting the holistic client, the midsize organisation struggling with morale and turnover, and how tough it has been to figure out what works as a retainer or a subscription for leadership workshops. The offer exists in your capability; it does not yet exist as a package a client can buy and keep buying. That is a design gap, and it is fixable early.

Time that never converts

Roughly half your week goes to what you have called the human stuff: calls with referral partners, planning, running HR Connected. It is valuable relationship work, but as you put it, it is not income generating. Combined with the newsletter that draws opens and clicks without booking clients, the pattern is clear. Your most valuable hours are being absorbed by activity the current model does not convert. Adjusting where that time lands is one of the quickest visible improvements available.

RESOLVING THE DIRECTION

Strategic context

You have described feeling torn between two directions: expanding to bring in someone for the HR strategy and policy side, or concentrating purely on leadership and culture. Framed as an either/or, the choice feels heavy. In practice, the architecture makes the decision for you.

The answer is not to pick one discipline over the other. It is to concentrate your personal time on the high-value leadership and culture work, the workshops, coaching, and culture programmes where your DISC and DDI expertise is distinctive, while the tactical side is systemised and delegated. You keep the work that draws clients to you and step back from the work that only needs a reliable process behind it.

Every part of the engine is then built around the client you have named: midsize, struggling with morale and turnover, and in need of someone to build their people infrastructure rather than patch a single gap. Your experience across sectors such as manufacturing and healthcare sharpens that positioning, because morale and turnover show up differently in a plant than in a clinic, and you can speak to both. That specificity is what turns a general HR consultant into the obvious choice for a particular kind of client.

GUARDRAILS

Constraints

This plan is built around how you have chosen to operate, not around a team that would have to be assembled first.

- You run as a solo founder with contractor support. The recommendations assume that operating model and are sized to it, rather than presuming headcount you have deliberately chosen not to carry.
- Your time is the scarcest and most valuable resource in the business. Every recommendation is measured against whether it protects your hours or spends them.
- You want to stay hands-on with the delivery you value. The leadership and culture work stays with you by design; nothing here removes you from the work that makes Purposed HR distinctive.

Working within these guardrails keeps the roadmap realistic. It builds on the structure you already have, the subcontractor bench and the subscription pilot, rather than assuming a larger operation.

WHY THIS MATTERS NOW

The cost of standing still

If the model stays as it is, the pattern of the last four years is the most likely thing to repeat. You have described it plainly: one year 80, one year 50, one year 30, all over the board. That volatility is the direct result of a project-based model without recurring income, and it is the reason you have not yet reached the point of reliably replacing corporate salary.

Standing still carries three specific costs. Revenue continues to swing across that 30k to 80k range instead of settling into a dependable base. Income never reliably clears the corporate salary you are working to replace. And your most valuable hours keep draining into community and referral activity that does not convert, at the very moment you have deliberately pulled back from those commitments to free that capacity up. That freed time is worth protecting; the current model would quietly reabsorb it.

The alternative is the trajectory this roadmap is built to enable: a smoother, recurring base that carries you toward the 100k target for 2026 and the 125k a year you are aiming for from 2027 onwards. The ambition is your own, and the figures are yours. The engine is what makes them repeatable rather than occasional.

HOW WE BUILD IT

Phased roadmap

The work runs in three phases, sequenced so that each one frees time and revenue for the next. Delegation and systemisation are the mechanism throughout, unlocking your highest-value work rather than working around you.

Phase one: the repeatable offer and a funnel that converts

We build the holistic retainer offer you have wanted to articulate, the people infrastructure package that a midsize client can commit to, and we turn your existing Brevo audience into booked clients. You already have around 1,000 engaged contacts who open and click; the task is a real funnel that converts that engagement rather than another newsletter that does not. This is where the fastest visible movement comes from, because the demand and the audience are already present.

Phase two: leadership and culture as recurring revenue

We package your leadership workshops and culture work into a recurring retainer or subscription, building on the per-employee pilot you have already started rather than replacing it. You keep delivering this work; it stays done-with-you throughout. The change is commercial, not personal: the same expertise, structured so clients stay and revenue recurs instead of ending with the project.

Phase three: tactical delivery that runs without you

We systemise the tactical work you have said you do not love, the handbooks and policies, through your existing bench of four subcontractors. With clear processes and quality standards in place, that work runs without drawing on your time. This is the phase that gives you back the hours currently lost to delivery you would rather not be doing, and redirects them to the leadership and culture work that earns most.

THE PARTNERSHIP

Why Empowrd AI

Both halves of the problem need solving together, and the two pathways are designed to do exactly that.

Growth Empire, the primary pathway, addresses demand and offer architecture. It builds the positioned marketing that attracts your ideal midsize clients, the repeatable holistic retainer, and the funnel that converts your engaged audience, with the leadership and culture delivery kept in your hands as done-with-you work. Capacity Accelerator, the secondary pathway, handles the delivery capacity for the tactical work, routing handbooks and policies to your existing subcontractors so that side of the business runs without you.

The approach reinforces what makes Purposed HR distinctive rather than outsourcing it. We are not building a business around a perceived gap; we are building an engine around your expertise, keeping you hands-on where you want to be and taking off your plate only what you would rather not carry. The two pathways set out below show how that engine is assembled and what each part involves.

INVESTMENT

Investment

The engagement is structured around two pathways that work together. The primary pathway, Growth Empire, builds the demand engine and the offer architecture: positioned marketing to attract your ideal midsize clients, a repeatable holistic retainer, and a funnel that converts your existing engaged audience into booked work, with the leadership and culture delivery kept firmly in your hands. The secondary pathway, Capacity Accelerator, systemises the tactical document work through your existing subcontractor bench so it runs without drawing on your time. The figures below reflect the shape and sequence of that work rather than a fixed menu, and they can be phased to match the capacity you want to protect.

Engagement	GBP	USD
Signature Blueprint *First step · 2–4 weeks*	**£4k**	**$5k**
Growth Empire (marketing + delivery, DWY) *Option after the diagnostic*	**£5.6–6.2k/mo**	**$7.5–8.2k/mo**
Capacity Accelerator (delivery only) *Option after the diagnostic*	**£3.5–4k/mo**	**$4.6–5.1k/mo**

Pricing shown is indicative and pending Aman's confirmation before issue. Final figures will be confirmed in the issued version of this proposal. The diagnostic clarifies which path fits; you can proceed with either engagement, or both.

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 stronger engine for the expertise you already have

You have already shown the market wants what Purposed HR offers, and you have chosen to give the business your full attention. What comes next is not more effort or more capability; it is an engine that turns strong months into a dependable base, keeps your leadership and culture work firmly in your hands, and routes the rest to the bench you have built. The two pathways above are sequenced to protect your time while moving you toward the 100k and 125k targets you have set. We would be glad to walk through the detail and agree where to begin.

Let us confirm the starting phase and get the engine building around your expertise.