
The Accelerator.

First 90 Days · Lyra Talent Ltd

Pairs with the Commercial Review. The first 90 days do the heavy lifting: one focused area, installed end to end, holding on live work before we widen the scope.

THE ONE-LINE READ

The Commercial Review names what is broken. The Accelerator fixes it, one area at a time, and proves it holds before we move on.

THE ACCELERATOR

What this is.

The Commercial Review names what is broken. The Accelerator fixes it.

The first 90 days do the heavy lifting: one focused area, installed end to end, holding on live work before we widen the scope. We do not try to fix everything at once. We pick the area that is costing the most, rebuild it properly, and prove it works on real deals and real mandates before we move to the next.

How we deliver

THE RHYTHM BEHIND THE WORK

- **Weekly working session** with the founder and the operating lead. Sixty minutes. Where the work gets done.
- **Monthly strategy session.** Two hours. Step back, read the evidence, adjust the plan.
- **Always-on access** to Ben between sessions. Voice notes, messages, ad-hoc calls.
- **One live workspace** holding the playbooks, trackers, templates and decisions. Yours to keep.

THE FIRST 90 DAYS

Set up, install, embed.

Three phases, each with a clear milestone. The point of the ninety days is not activity, it is proof: a new way of working that holds on live client situations and can be run by the team, not just the founder.

01 Days 1–30

Set up

Translate the Commercial Review findings into a focused 90-day plan. Pick the one area to fix first, usually the one costing the most: how you sell, how you deliver, or how you get paid. Set up the live workspace and the weekly rhythm.

MILESTONE

Plan signed off, first area underway.

02 Days 31–60

Install

Build the new way of working. Draft the artefacts: scripts, packs, templates, fee shape. Test them on live deals and live mandates, and iterate weekly off real feedback.

MILESTONE

The new approach holding on at least two live client situations.

03 Days 61–90

Embed

Train the whole team, not just the founder. Lock the artefacts, tighten the rough edges, and prove it works without Ben in the room.

MILESTONE

The new approach is the default, run by the team, with evidence it is holding.

WHAT CHANGES BY DAY 90

Four things are true.

By the end of the first ninety days, four things have changed, and each one is visible on real work rather than on a slide.

01 One area visibly fixed

Either how you sell, how you deliver, or how you get paid: chosen, rebuilt and running.

02 A team that can run it

Not just the founder carrying the new model. The standard sits with the team.

03 Evidence on real work

Live deals or mandates that prove the new model holds, not a theory that might.

04 A clear view of what is next

What the next ninety days look like, and a clean decision on whether to continue.

Ninety days in, the change is not a promise. It is running on live work, and the team owns it.

WORKED EXAMPLE

Lyra Talent

Lyra is a specialist recruitment firm. Strong consultants, premium language in market, but the client experience was still contingent recruitment. Fee discipline was loose, and delivery was patchy across the team. The first area to fix was **how you deliver**.

First 90 days, focused on how you deliver

One area, installed end to end

- **Days 1–30.** Built the client-visible delivery pack: calibration doc, search plan, weekly cadence, debriefs, close-outs.
- **Days 31–60.** Rolled the pack into three live mandates. Watched the feedback. Tightened it.
- **Days 61–90.** Trained all five consultants. The pack became the default, not the exception.

WHAT CHANGED

Client experience consistent across the team. Premium language now matched by a premium product. Two new mandates closed at the higher fee point inside the 90-day window.

WHAT COMES NEXT

Months 4 to 12.

The first ninety days fix one area. The follow-on work installs the other two and locks the whole model in, so the firm runs it without us. You choose whether to continue at month three.

01 **Months 4 to 6 · Second area**

Install the second of the three areas, using the same set up, install and embed rhythm that worked first time.

02 **Months 7 to 9 · Third area**

Install the third area, then connect all three so they reinforce each other rather than sit side by side.

03 **Months 10 to 12 · Hand-back**

The firm runs the new model on its own, with Resonant stepping back to a lighter cadence.

The aim is not dependence on us. It is a firm that runs the new model on its own.

One area, installed, and proven to hold.

The first 90 days do the heavy lifting. Everything after builds on work that is already running.