

# YOUR WORK FRIENDS

Clear. Durable. Human.

## If your strategy changed but the system didn't, nothing else will

We redesign people, structures, and incentives so your organization can carry what's next.

**Featured in:** Forbes, ATD, Glassdoor, People Managing People



Mel Plett & Francesca Ranieri  
YWF Co-Founders

Your Work Friends is a senior-principal led, workplace strategy, organizational design, and leadership development firm providing professional services to organizations, agencies, and teams navigating change and transformation. Founders Mel Plett and Francesca Ranieri bring 20+ years of experience from enterprise organizations (KPMG, Deloitte, Baker Tilly, Nike, and Big Law). Our ethos is to build clear, durable, and human workplaces for you and with you.

## Service Areas

Executive Strategy · Leadership Alignment · Organizational Design · Workforce Planning · Change Management · Culture Assessment · Executive Coaching · Leadership Development · Post-Merger Integration · Employer Value Proposition · Strategic HR Advisory · Professional Development Training

## Core Capabilities

### Workforce Strategy & Organizational Design

Designs the roles, capabilities, and ways of working required to deliver future-state business and mission strategy. Produces a workforce design aligned to growth or transformation with a talent roadmap of sequencing and investment priorities.

### Executive Strategy Workshops

Structured leadership alignment on priorities, tradeoffs, and execution direction before strategy delivery begins. Surfaces competing assumptions, clarifies what changes and what stays, and builds leadership commitment for coordinated execution.

### Leadership Development

Custom leadership development programs, executive coaching, and Reciprocal Work™ keynote and workshop engagements grounded in behavioral science and adult learning principles. Produces measurable leadership capability development and shared operating language across teams.

### People & Culture Due Diligence

Stress-test the five load-bearing beams of an organization pre- and post-transaction, during integration, or ahead of major strategy shifts. Produces a risk assessment with red, yellow, and green mapping and a 90-day stabilization plan to close gaps before value leaks.

### EVP & Integration

Realign leadership, incentives, and talent systems so teams execute in the same direction after strategic change. Most commonly applied during post-merger integration, organizational restructuring, or activation of a new operating model.

### Strategic Advisory

Senior-level strategic counsel for time-sensitive, politically complex, or structurally unclear moments. Provides rapid diagnosis, direct partnership, and practical guidance on retainer, on-demand, or hourly basis.

### Differentiators

#### Big-Firm Pedigree. Small-Business

**Efficiency.** We deliver enterprise-grade expertise and senior-level judgment without the overhead, layers, or markup of a large firm.

**Systems-Level Methodology.** We design people, structures, and incentives as one connected system, so the parts work together rather than against each other.

**Principal-Level Delivery.** Every engagement is led directly by one or both co-founders, from discovery through closeout.

### Proprietary Methodologies

**PSI™ Framework.** Our proprietary organizational design framework applied across diagnostic, redesign, and activation in one connected approach.

**PSI™ Scorecard.** Our proprietary research-informed review that pinpoints where strategy and execution capacity are aligned and where they are not. Delivers prioritized recommendations leadership can act on in weeks, not quarters.

**Reciprocal Work™.** Our research-informed five-factor formula for mutual care and accountability between leaders and employees.

### Professional Certifications & Education

- **MS HRD**, Villanova University
- **MS Integrated Marketing**, Northwestern
- **MSEd Instructional Technology**, Northern Illinois
- **SHRM-SCP**, SHRM
- **Talent Optimization Consultant**, Predictive Index
- **Advanced Certified Personal & Executive Coach (ACPEC)**, College of Executive Coaching (in progress)
- **International Coaching Federation (ICF)**, Member
- **Organizational and Work Design Learning Pod Leaders**, Hacking HR

### Business Information

#### Legal Business Name

Your Work Friends LLC

#### Business Type

WOSB Self-Certified

#### UEID

UV2CZL719BJ3

#### Cage Code

1Z9K1

### NAICS Codes

541611 | Mgmt. Consulting

541612 | HR Consulting

541618 | Other Mgmt. Consulting Svcs.

541990 | All Other Prof. Svcs.

611430 | Prof. Dev. Training

### Contract Capacity

- Up to \$1M
- Prime or subcontractor
- Teaming available on request
- Advisory \$500/hr or retainer

### Contact Information

hello@yourworkfriends.com

www.yourworkfriends.com