

STRATEGY BRIEF · WEBSITE QUALITATIVE REVIEW

Lead with the evidence.

Example Consulting: recommendations to make the offer, the competencies, and the services more compelling to buyers, plus new service ideas

This is a fictionalized sample. The client, people, places, figures and projects in this report are fictional or generalized. It shows the structure and depth of a peoplefirst.si Website Qualitative Review strategy brief; any resemblance to a real organization is coincidental.



01 / SUMMARY

Summary

SHORT ANSWER

Your website is clear, credible, and well written. What it undersells is the one thing few other consultants in your regional market can offer: senior, independent evidence about whether a program works, gathered directly from the people it serves, in English or Spanish, by someone who has led evaluations for major international and government funders.

Lead with that. Treat grant writing as one part of the evidence offer rather than the headline, and aim the evaluation offer at the people who usually pay for it: funders.

What supports this recommendation

- **Grant writing is a crowded, hourly market.** As you pointed out in our conversation, the hard part of a proposal is the research, not the writing. Yet the page title and the hero lead with grant consulting, where you have the most competition and the least separation. (Hero is the section at the top of the page, below the navigation bar.)
- **Nonprofits seldom buy evaluation on their own.** We agreed that most commission one only when a funder requires it. That makes foundations, donors, and public agencies the natural buyers for evaluation, and nonprofits the natural buyers for evaluation-ready proposals.
- **Your strongest stories are not on the site.** In our conversation you described several projects that are not on the website: indicators you built for a national government after a difficult evaluation, a multi-country health evaluation team you assembled, and an early cooperation agreement that is still in force decades later. Each shows judgment and results in a way that numbers alone cannot.
- **Several competencies are hidden.** You described fieldwork with vulnerable and hard-to-reach communities, candor under political pressure, and the ability to assemble a team of subject experts. These need to be highlighted.
- **There is no “small first step” offered.** The only action available is to “contact you.” Buyers who are curious but not ready need a low-risk way to start.

What you are asked to decide

1. Approve the evidence-first positioning and choose one of the three homepage options in section 05.
2. Choose the first three new services to launch. I suggest A, B, and C in section 06.
3. Confirm which client stories can be named and which figures are final (see the appendix).

What makes Example Consulting different

Many consultants write grants, and some evaluate programs. Very few have done both at the level of an international evaluation team leader, live in the community they serve, and conduct their own fieldwork in Spanish. The table lists the competencies I see, the evidence for each, and how visible each one is on the site today.

Competency	Evidence	Visible on the site today
Donor-side judgment	Led or contributed to dozens of evaluations of programs worth hundreds of millions of dollars, for major government, multilateral and international funders. You know how funders read results because you have reported to them.	Partly. Shown as numbers, not as a benefit to the organization applying for funds.
Outcomes, not head counts	Your concern, raised in our conversation, that many organizations count participants and call it effectiveness. Working knowledge of comparison groups and other impact methods.	Barely. "Evidence-based" appears, but the difference between outputs and outcomes is never explained.
Fieldwork with hard-to-reach people	Interviews and focus groups with survivors of violence, immigrants, minority communities, small farmers, and senior government officials. Fully bilingual.	Partly. The bilingual strength is clear; the range of people you can reach is not.
Candor under pressure	On one international assignment you presented findings that officials did not want to hear. The funder then asked you to build indicators for the government, which were published, and invited you back.	Stated as a value ("I tell you what I find") but never shown.
Team leadership across disciplines	A multi-country health evaluation team you assembled: an economist, a public health specialist, a clinical specialist and a human rights lawyer. An agriculture evaluation led with university subject experts.	One bullet on the About page; no example.
Small-business roots	An early assignment setting up a cooperation agreement for a small-business association, still in place many years later. Small-business counseling experience. Co-founder of a local business professionals' network.	Partly, spread across About and Experience.
Local civic depth	Leadership program graduate, committee and volunteer work, grants consultant to a local foundation, county advisory boards, a local civic award, many years as a poll worker.	Yes, on About, but well below the first screen.

Competency	Evidence	Visible on the site today
Modern tools, used responsibly	A university certificate in applied generative AI, a project management certification, digital surveys, and data visualization.	Yes. It could be shown with a sample rather than stated.

Sources: the client's website, reviewed by peoplefirst.si; notes from the preparatory interview. (Fictionalized for this sample.)

DRAFT POSITIONING STATEMENT

Example Consulting brings donor-grade evidence to the organizations that serve its region. The consultant helps foundations, nonprofits, and public agencies design programs that can be funded, find out what those programs actually change, and act on what they learn, working directly with the community in English or Spanish.

"Donor-grade rigor" already appears on your About page. It is the best phrase on the site and deserves the homepage.

03 / STRENGTHS

What the site already does well

These strengths should survive any revision.

- A clear audience and three sensible service groups: Grant Lifecycle, Program Effectiveness, and Strategy and Program Design.
- Proof a buyer can check: named funders, countries, and dated project highlights on the Experience page.
- An honest "How I work" section: personal delivery, project pricing, responsible AI, and a promise to report what you find.
- A Spanish-language section, and a promise of a personal reply within one business day.
- A generous closing line on Services: if you are not the right person, you will say so and point the buyer to someone who is. That builds trust and should be repeated on the homepage.

Where the offer loses force

Each gap below costs attention or trust with a buyer who is comparing you to other options.

The headline sells a category, not a result

The current headline (a generic promise to “unlock the potential” of grant-funded programs) could belong to any grant firm. It does not say who you serve, what changes for them, or why you are the one to do it.

Grant writing leads and evidence follows

The browser title and the eyebrow both lead with grant writing. Grant writing is widely available at modest hourly rates. Competing there hides your rarer skills. (Eyebrow is the text above a headline.)

International proof is not translated for local buyers

A local food pantry director who reads about a multi-million-dollar governance program overseas may conclude that you are too big, too expensive, or not relevant. As you put it, the range of your international work is not well understood locally. The site has to draw the picture for them.

Every testimonial comes from an international firm

The three quotes come from international consulting firms and a development bank. They are strong, but a local buyer has no local voice to relate to.

Projects are listed, not told

The Experience page lists what you did. It never says what happened next or what changed because of your work.

The funder is not addressed as a buyer

Foundations appear in “Who I work with,” but no page speaks directly to a program officer, trustee, or major donor.

Process and price are invisible

The site says you price by the project. It does not show the steps of an engagement or the typical size of one, so buyers cannot judge fit before they write.

Assumptions about experience and technology go unanswered

You mentioned that a reader of your CV once assumed you would not be comfortable with technology. The site mentions the AI certificate but does not show the work, so that assumption survives.

05 / RECOMMENDATIONS

Recommended improvements

Ordered by expected effect on buyers. Proposed copy is a starting draft for you to rewrite in your own voice. Technical fixes such as draft pages, alt text, zoom, and speed are covered in the separate peoplefirst.si website audit and are not repeated here.

R1. Rewrite the homepage hero around the result

Pick one option. Each keeps the bilingual and local message and moves proof into the first screen.

Option	Headline	Supporting line	Best if
A. Evidence first	Find out what your programs really change.	Senior evaluation and grant consulting for the region's foundations, nonprofits, and public agencies, in English and Spanish.	You want evaluation to lead. My recommendation.
B. Place and standard	Donor-grade evidence for the organizations that serve our region.	Dozens of evaluations for major international and government funders, now applied here at home.	You want the international depth to lead.
C. Full cycle	Design, fund, and deliver programs that work, and prove it.	Grant strategy, proposals, evaluation, and planning from one senior consultant.	You want grant writing to stay prominent.

- Place a one-line proof strip directly under the buttons, in plain text rather than animated counters, for example: "Dozens of evaluations · Hundreds of millions in programs · 20+ countries · English and Spanish."
- Rename the buttons to say what happens next: "Request a Conversation" and "How I Work With Funders." The current pair splits visitors into local and international before they know why that matters.
- Shorten the browser title to 60 characters or fewer and lead with service and place, for example "Program Evaluation and Grant Consulting | [Region] & Worldwide."

R2. Put evidence at the center of the services

Keep every service you offer today, but reorder and rename the three groups so the buyer meets your strongest work first.

Current group	Proposed group	Services inside
Program Effectiveness	1. Know what works	Program evaluation, M&E systems, needs and feasibility assessments

Current group	Proposed group	Services inside
Grant Lifecycle	2. Fund what works	Funding strategy, evaluation-ready proposals, grants management and compliance
Strategy and Program Design	3. Plan what works	Program design, strategic planning and facilitation

- Open the proposal service with the difference you bring: “Proposals written by someone who has evaluated funded programs for major funders, with a needs case, logic model, and evaluation plan a reviewer can score.”
- Add one sentence to each service that names the question it answers for the buyer, such as “Is this program doing what we promised the funder?”

R3. Add a page for funders

This is the largest single gap. A page titled “For Funders” (draft headline: “Know what your grants are changing.”) would speak to community foundations, family foundations, donor-advised fund holders, giving circles, and public agencies that make grants.

- What you offer them: grantee and portfolio evaluation, a review of the indicators and reports they request, learning sessions for their grantees, and independent review before or during a large gift.
- Why you: you have been the evaluator that large public funders hire, and you live in the community their grants serve.
- A clear independence policy: you do not evaluate a program whose proposal you wrote. Stating this openly builds trust with both funders and nonprofits.

R4. Tell four or five short stories

Use one simple shape for each: the situation, what you did, what changed, and what it means for a local organization. Use only details you have permission to share, and confirm before naming anyone.

Story	What it proves
An international competitiveness evaluation. Findings presented despite official displeasure; the funder then asked for indicators for the government, which were published; invited back.	Candor, plus practical tools that outlast the report.
A multi-country health program evaluation. You assembled an economist, public health and clinical specialists, and a human rights lawyer.	You do not need an evaluator from your field. You need one who can build the right team.
A women’s entrepreneurship program with thousands of alumnae across many countries.	Measuring outcomes across many sites, which applies to any multi-site local program.

Story	What it proves
An early cooperation agreement for a small-business association, still in force many years later.	Designs that last.
Grant research, writing, monitoring and reporting for a local foundation.	Local results. Use only with the foundation's permission.

R5. Translate the international work into local terms

Add a short section to the Experience page, or the homepage, that maps a local buyer to the work you have already done.

If you run...	Relevant work you have done
A youth workforce or education program	Youth employment evaluations for a development bank; evaluation of a small-business development model across several countries
A small-business or entrepreneurship program	Private sector competitiveness and small-enterprise productivity evaluations; a women's entrepreneurship program; small-business counseling
A health or human services program, or a community health center	A multi-country health grant evaluation; community health needs assessments
A local government or civic program	A local governance program evaluation; service on a county productivity committee
A program for immigrant or Spanish-speaking families	Monitoring of basic-needs support for refugees; direct Spanish fieldwork; service on a county advisory board

R6. Show the process and the shape of the price

Buyers commit faster when they can picture the work. A four-step outline in your own language could read:

1. **Listen and scope.** A free first conversation, then a written scope with a fixed fee.
2. **Gather evidence.** Documents, data, interviews, surveys, and focus groups, in English or Spanish.
3. **Make sense together.** Draft findings worked through with your team before the report is final.
4. **Act and hand off.** A report, an action plan, and tools your staff can keep using.

On price, publish at least a typical range for the entry offers in section 06. I have not suggested figures because I have no local market data; set them from your own history.

R7. Bring in local voices and a human face

- Ask for two or three local testimonials, for example from a local foundation, small-business counseling colleagues, or leadership program peers. Use only real, permitted quotes.
- Move your local civic award and leadership program near the top of About.
- Use a current, natural photo of you at work in a local setting, and replace the stock-style hero images with real photos of fieldwork or facilitation where you have them.
- Consider a 60 to 90 second introduction video, one in English and one in Spanish.

R8. Answer assumptions by showing the work

- Frame experience as pattern recognition. Draft, in your words: “I have seen enough programs to recognize the early signs of trouble, and I go straight to the point.”
- Show one anonymized sample: an indicator tracker, a dashboard, or a one-page evaluation summary.
- Expand the AI note into a short “How I use AI” box: what it helps with (transcripts, coding, drafting), what it never does (findings and judgment), and how client data is protected and used only with permission.

R9. Give buyers a small first step

- A downloadable one-page capability statement for procurement teams.
- A 10-question self-check, “Is your program ready for evaluation?”, which also gives you a reason to follow up.
- A fixed-fee Program Evidence Check-up (service B in section 06).
- Replace “Interested? Contact me. Click here.” with “Request a Conversation” at the end of every page.

R10. Give the Spanish offer its own page

Move the Spanish-language services section to a dedicated page with its own headline, contact form, and language tags so search engines show it to Spanish-speaking readers. Correct the spelling errors in the Spanish text.

R11. Publish a little, steadily

You described yourself as shy about promoting your own work. I would suggest one short article a month, adapted as a LinkedIn post. Starting topics:

- Outputs are not outcomes: what your funder actually wants to see.
- Five questions to ask before you hire an evaluator.
- How to write an evaluation plan a reviewer can score.
- What a good community health needs assessment includes.
- Using AI in program evaluation without losing trust.

Additional services to consider

Twelve ideas, drawn from your strengths and from our conversation. Launching all of them would blur the message; I suggest starting with three, adding a few low-effort lines to existing pages, and holding the rest.

Service	Main buyer	Effort to launch	Suggested timing
A. Evaluation-ready proposal section	Nonprofits and their grant writers	Low	Launch first
B. Program Evidence Check-up	Nonprofits, public agencies	Low	Launch first
C. Funder indicator and reporting review	Foundations, public grantmakers	Medium	Launch first
D. Bilingual community listening	Hospitals, agencies, other consultants	Low	Add to Services now
E. Associate work for consulting firms	Evaluation and development firms	Low	Add to Services now
F. Board session: what good evidence looks like	Boards, foundation trustees	Low	Add to Services now
G. Grantee learning cohort	Foundations (for their grantees)	Medium	Within six months
H. Pre-gift due diligence	Major donors, family foundations	Medium	Within six months
I. Fractional evaluation lead (retainer)	Organizations with several grants	Medium	Later
J. Federal grants readiness	First-time federal recipients	Medium	Later
K. Business plan and feasibility review	Social enterprises, small businesses	Low	Later
L. Evidence from data you already have	Nonprofits with records and surveys	Medium	Later

Effort and timing are qualitative judgments, not measured estimates.

LAUNCH FIRST

A. Evaluation-ready proposal section

You write the parts of a proposal that most grant writers find hardest: the needs evidence, theory of change, logic model, indicators, evaluation plan, and evaluation budget line. The organization or its grant writer handles the rest.

- **Why you:** You have scored funded programs from the funder's side. Building evaluation into the budget also creates paid evaluation work for later, which addresses the reality that nonprofits rarely fund it on their own.
- **Deliverable and pricing:** A proposal-ready section in English or Spanish. Fixed fee per proposal.

B. Program Evidence Check-up

A four to six week review of one program: logic model, a check of the data already collected, six to ten interviews, one focus group, and a short findings memo with a 90-day action plan.

- **Why you:** It uses your skill at spotting the problem quickly, and it gives buyers a low-risk way to experience your work.
- **Deliverable and pricing:** A findings memo and action plan. Fixed fee, with a clear path to a full evaluation if warranted.

C. Funder indicator and reporting review

For a foundation or public grantmaker: review what grantees are asked to report, test whether the indicators measure outcomes or only activity, and recommend what to add, drop, or simplify. This suits local foundations that already monitor their grants closely and would welcome a second view.

- **Why you:** You have built indicator systems for funders and governments, and you can reduce reporting burden on small nonprofit staffs while improving what the funder learns.
- **Deliverable and pricing:** A short report, a revised indicator set, and a briefing for staff or trustees. Fixed fee.

ADD TO EXISTING PAGES NOW

D. Bilingual community listening

Spanish and English focus groups, interviews, and surveys offered as a standalone service to hospitals, school and county agencies, community partners, and other consultants who need Spanish-language fieldwork.

- **Why you:** Direct fieldwork without a translator, and experience with sensitive groups.
- **Deliverable and pricing:** A findings summary with quotes and themes. Fixed fee per study.

E. Associate work for consulting firms

A clear line, or a short page, for firms that need a team leader, Spanish-language fieldwork, remote desk reviews, or the evaluation section of a bid. You said you do not mind if others take the credit, so a white-label option fits.

- **Why you:** Existing relationships with international consulting firms, and experience in more than 20 countries.
- **Deliverable and pricing:** Day rate or fixed fee per assignment, as firms expect.

F. Board session: what good evidence looks like

A 90-minute session for nonprofit boards or foundation trustees on the difference between outputs and outcomes, and the questions to ask staff and grantees.

- **Why you:** Clear communication with any audience, which a client praised in one of your testimonials.
- **Deliverable and pricing:** A facilitated session and a one-page guide. Flat fee; also useful as a speaking topic.

WITHIN SIX MONTHS

G. Grantee learning cohort

A foundation-funded series of four to six workshops, in English and Spanish, that teaches a group of grantees logic models, indicators, and simple data collection.

- **Why you:** The funder pays, nonprofits build skills, and you meet future clients.
- **Deliverable and pricing:** Workshop series and templates. Fixed fee to the funder.

H. Pre-gift due diligence for major donors

An independent review of a program before a large or multi-year gift, and optional monitoring during it. Some major donors already hire independent assessors to track large gifts.

- **Why you:** Independence, evaluation depth, and plain reporting. Introductions could come through wealth advisors, estate attorneys, and community foundations.
- **Deliverable and pricing:** A due diligence report, and a monitoring plan if requested. Fixed fee.

LATER

I. Fractional evaluation lead

A modest monthly retainer for an organization with several grants: quarterly data review, dashboard upkeep, help with funder reports, and an annual learning session.

- **Why you:** Recurring income with work you already do. Cap the number of retainers so project work is not crowded out.

- **Deliverable and pricing:** Fixed monthly fee for a defined scope, which keeps faith with your no-hourly-billing promise.

J. Federal grants readiness

Post-award setup for organizations receiving their first federal grant: reporting calendars, subrecipient monitoring, and a compliance checklist under the federal Uniform Guidance (2 CFR 200).

- **Why you:** Grants management experience and project management discipline. Financial and audit questions could be paired with a CPA.
- **Deliverable and pricing:** A compliance setup package. Fixed fee.

K. Business plan and feasibility review

A review of business plans for nonprofits starting earned-revenue ventures and for small businesses seeking grants or loans.

- **Why you:** Small-business counseling experience, and your own standard for a real plan: who the customers are, what they buy, how often, at what price, and against which competitors.
- **Deliverable and pricing:** A written review and a working session. Fixed fee.

L. Evidence from data you already have

Analysis of the open-ended survey answers, intake notes, and program records an organization has already collected, with AI helping to sort and code the material and you checking every finding.

- **Why you:** It turns your AI training into a visible service and answers assumptions about technology directly.
- **Deliverable and pricing:** A findings brief. Fixed fee. Only with the client's written permission and with personal details removed.

Ideas to hold for now

- International small-enterprise and women's enterprise programs in English-speaking countries, where language is not a barrier.
- Workforce grant support for smaller local manufacturers, a possible niche.

07 / TRADEOFFS

Risks and tradeoffs

A candid view of what could go wrong with these recommendations, and how to reduce each risk.

Risk	How to reduce it
Local demand for evaluation may be thin, even with a funder focus.	Keep grant work as steady income while the evaluation offers build. Use entry offers A and B to create demand.
Working for funders could look like a conflict to nonprofits you also serve.	Publish the independence policy in R3 and disclose relationships at the start of every engagement.
Too many services blur the message.	Launch three, list three more as “also available,” and hold the rest.
“You work with me, not a team you never meet” conflicts with assembling expert teams.	Reword: “I lead every engagement personally. When a project needs a specialist, I bring one in, and you meet them.”
Published price ranges may anchor low or deter some buyers.	Publish ranges for the entry offers only, and keep larger work quoted by scope.
One consultant has limited hours.	Cap retainers and cohort work, and decline projects that would crowd out the three launch services.

Next steps

Action	Owner	By
Confirm final figures and which client stories can be named	The consultant	Week 1
Choose the homepage option and approve the new service order	The consultant	Week 1
Choose the first three new services	The consultant	Week 2
Draft homepage, Services, and For Funders copy	The consultant; peoplefirst.si to review	Week 4
Request two or three local testimonials	The consultant	Week 4
Write the first two stories	The consultant	Week 5
Create the capability statement and the readiness self-check	The consultant	Week 6
Complete the technical fixes from the website audit	Web developer	Per the audit schedule
Review progress together	The consultant and peoplefirst.si	Week 7

APPENDIX

Facts to confirm before publishing

- Your role on the evaluations: the homepage and About page describe it differently. This brief uses the more cautious wording.
- Country count: the homepage and the Experience page give different numbers.
- A university agriculture evaluation is not on the site. Confirm the client and scope before adding it.
- Permission to describe the government indicators, the health evaluation team, and the local foundation work. Alternatively, include them in clear but general terms.

How this brief was prepared

I used AI tools as working aids in preparing this brief. They helped me work through and test ideas, organize my review of your website and my notes from our conversation, sharpen the wording for clarity, and produce the documentation efficiently.

The judgment is driven by the expertise, research and experience of peoplefirst.si. We chose the positioning, the recommendations, and the service ideas, and reviewed the drafts before this brief was delivered. Where a fact still needs your confirmation, it is listed above.

This is the same approach I recommend for your own practice in R8: let AI speed up the work and keep the findings and the judgment with the person accountable for them.

Sample report. Fictionalized example. Names, places, figures and projects are fictional or generalized. Prepared by Howard Isaacson, MBA, CPA (New York), peoplefirst.si.

SAMPLE