TANGIBLE TRUTHS™

Start with what's real. Build from there.



A framework for identifying, aligning, and activating the real value already present in a business or organization.

1 WHY THIS MATTERS

Many businesses and organizations already hold meaningful value, but that value is often underused, inconsistently expressed, or disconnected from how the business actually operates.

2 WHAT TANGIBLE TRUTHS™ REVEALS

- What is already true in the business
- What value already exists
- Where that value is not yet visible or fully used
- What to do next to align it, express it, and put it to work

3 WHO THIS IS FOR

For founders, service providers, nonprofits, schools, teams, programs, and growing organizations seeking clarity, alignment, and greater impact from what they already do.

Built for both small-business growth & organizational impact.

> **THE CORE QUESTION**
>
> How much of your business value shows up in the way you do business?

- TRUTH ALIGNMENT
- TRUTH ASSET IDENTIFICATION
- BUSINESS VALUE UTILIZATION
- BUSINESS VALUE GAP
- VALUE ACTIVATION
- BUILD / APPLY

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Why This Matters

**Many businesses and organizations already hold meaningful value.
The challenge is that value is often underused, inconsistently expressed,
or disconnected from how the business actually operates.**

WHEN VALUE IS DISCONNECTED

- Strong work exists but is hard to articulate
- The business looks smaller than the value it actually holds
- Teams/stakeholders aren't fully aligned
- Offerings, programs, or services lack clear structure
- Decision-making becomes reactive instead of strategic
- Growth is happening without a clear foundation

WHEN TRUTH IS ALIGNED & ACTIVATED

- Clarity becomes easier to communicate
- Real strengths become visible and usable
- Messaging and operations reinforce each other
- Teams and leaders can move with greater alignment
- Systems, services, and strategy become more intentional
- Growth is supported by what is actually true

Why Leaders Care

CLARITY
See what is real and what matters most.

ALIGNMENT
Bring message, structure, & operations into agreement.

VALUE
Put more of what already exists to work.

IMPACT
Increase usefulness, consistency & reach

✦ Useful for founders, teams, nonprofits, schools, programs & growing organizations. ✦

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THE TANGIBLE TRUTHS™ FRAMEWORK

Six steps for identifying, aligning, and activating the value already present

1

Truth Alignment

Clarify what is true now, what the business or organization says it is, and how consistently its strategy, messaging, and operations reflect that truth.

2

Truth Asset Identification

Identify the strengths, proof points, patterns, resources, relationships, knowledge, and capabilities already creating value.

3

Business Value Utilization

Examine how much of that existing value is currently being expressed, communicated, structured, and put to work.

4

Business Value Gap

Reveal the distance between the value the business or organization actually holds and the value its current systems, structure, messaging, and operations are able to carry.

5

Value Activation

Prioritize the opportunities with the greatest potential impact and determine what must change, connect, strengthen, or become usable.

6

Build / Apply

Build or apply the strategy, messaging, systems, processes, tools, and practical infrastructure needed to put that value to work.

WHAT THIS FRAMEWORK REVEALS

- *What is already true*
- *What value already exists*
- *Where value is being lost, hidden, or underused*
- *What to do next*

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Where TANGIBLE TRUTHS™ Can Be Applied

The framework supports both organizational strategy and small-business growth by uncovering, aligning, and activating the value already present.

Vision & Leadership
Clarify direction, priorities, and what the organization is truly building toward.

Team Alignment
Create stronger internal understanding, consistency, and coordination.

Programs, Services & Offers
Strengthen the structure and value of what you deliver.

Growth Strategy
Move forward based on real capacity, value, and opportunity.

Brand & Messaging
Make sure your communication reflects the value you actually hold.

Partnerships & External Trust
Help others understand your value more clearly and confidently.

Operations & Systems
Support the work with processes, tools, and infrastructure that fit.

Client/Member/Student Experience
Improve how people experience the value of your work in practice.

Common Outcomes

- Clearer Positioning
- Stronger Decisions
- Better Use of Assets
- Aligned Systems
- Greater Consistency
- More Growth & Impact

*Tangible Truths™ turns hidden value into **usable** infrastructure.*

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Meet Jasmin

Founder & CEO, Just Sing Services | Creator of Tangible Truths™

Start with what's real. Build from there.

Businesses and organizations often hold more value than their current strategy, messaging, systems, and structure are capable of carrying. Jasmin Kirkwood's work begins by identifying what is already true, valuable, and working.

Through **Tangible Truths™**, she identifies *Truth Assets*, reveals where value is hidden, underused, or disconnected, and examines the gap between what an organization genuinely holds and what its current infrastructure is able to express and support.

Those findings are translated into clearer strategy, stronger positioning, better systems, practical tools, and usable business infrastructure so more of the organization's existing value can produce meaningful growth and greater impact.



What This Makes Possible

- A clear understanding of what is already true
- Stronger articulation & use of existing value
- Better alignment between strategy, messaging, systems, and operations
- Prioritized action grounded in real capacity and opportunity
- Practical infrastructure that supports growth and impact

To explore Tangible Truths™ for your business or organization:

www.jasminkirkwood.com

Truth Alignment Assessment | Digital Discovery | Value Activation & Implementation

✦ *Start with what's real. Build from there.* ✦

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Book a Call

Ready to put more of what is already true to work?

Book a call to explore where value may be hidden, underused, or disconnected in your business or organization and what it could become when translated into stronger strategy, systems, and practical infrastructure.

SCAN TO BOOK YOUR CALL