



KINSHIP KOLLEKTIVE:
Heart Centered
Execution
Consulting





Ask any entrepreneur what he or she values the most (besides their team) and they're likely to tell you it's their time. Ask that same entrepreneur how much time (on an average day) he or she is able to spend working on their company vision or objectives and chances are they'll likely respond in the negative.

It's an all-too familiar lament from entrepreneurs. This passionate, vision-oriented, relentlessly driven lot is unique in the business world. Members of this group typically run small to medium-sized companies and they have to wear a lot of hats.

Even though they are the heads of their companies, they are usually involved in most of the day-to-day operations which means they spend their time attending meetings, preparing documents, working with other departments and getting involved in the operations.

All of this, of course, has a detrimental effect on what they are able to achieve in terms of being able to develop and grow their business.

That's where Jenna Bayuk, owner of Kinship Kollektive, comes in.



Passion, Execution, Excellence

CREATED in 2019, Kinship Kollektives helps entrepreneurs achieve their business goals and objectives while overcoming obstacles that have prevented them from executing their vision. It's done through a unique service offering: execution consulting.

Jenna knows first-hand that competing priorities, unsuitable talent and operational inefficiencies can be roadblocks to success. Kinship Kollektive steps in to support and solve these issues by identifying and sourcing the right people to fill these roles.

“At the core of it all, it’s about saving entrepreneurs time and money,” says Jenna. “Two commodities that are often in short supply for them.”

Hold on, isn’t that what consultants do? The difference here, though, is that we’re referring to an execution consultant versus an executive consultant. An executive consultant will review and analyze the business operations, make recommendations about how things could be improved and then leave.

“That’s the problem,” says Jenna. “In those cases, the issues are still there and the entrepreneur is left to figure things out – meaning even more time and money is being spent.”

“With Kinship Kollektive, we act as an extension of their business. We take away the things that are filling up their calendars which gives them time to focus on things that are important to them, like growing the business.”

“That’s what our niche is. We take their vision and break it down into smaller, execution-focused building blocks that move people – and the business – forward.”

Kinship Kollektive also fills a critical role for owners of SMEs. While an owner may be considering that his or her company has reached the point where hiring a VP or a GM makes sense, they may not have the financial resources to do so. Jenna can find someone to fill this role for as long as is needed or until the company is in a position to make it a full time position.



Heart Centered Consulting

WHAT'S also different is the approach Kinship Collective takes when working with entrepreneurs. Jenna is careful to ensure that there's an alignment between herself and the owner of the business. It's not just values and personalities that are considered. It's the entire operation and how willing the owner is to trust her and give her the room she needs to get things accomplished.

“I care deeply about who I’m working with,” she says. “I care about them, their business, their vision and where they want to go with it.”

“To allow this, they need to be able to let me step in and take over those tasks that are pulling them away. It could be marketing, it could be HR, it could be operations. I can customize it to whatever is needed. The important thing is that they don’t have to worry about it. But they need to be able to ‘let go.’”

This, she adds, requires a high degree of trust and accountability on both sides. “That’s where the

heart centered approach really comes into play.” Once that occurs, she says, business owners are often surprised to see how efficient and cost effective Kinship Kollektive’s solutions can be.

The company partners with entrepreneurs in three key areas: People & Culture, Operations & Products, and Community & Impact. The company employs a methodical and pragmatic approach to solve issues in these areas while supporting clients with both short and long-term solutions.

KINSHIP CORE VALUES

Live Joy

Joy. The emotion evoked by the well-being, success, or good fortune or by the prospect of possessing what one desires.

If it doesn't bring you joy, then why do it? At Kinship, we build strong relationships with our clients and believe this is vital to both of our successes. We value the trust you place in us to help bring your vision to life and view us as an extension of your team. It is important to us to feel a mutual Connection and why we choose to only work with select clients to ensure our alignment, purpose, and execution is accomplished with integrity and joy.



See Possibility

POSSIBILITY. Something that is possible.

At Kinship, we are no stranger to seemingly impossible ideas and dreams that appear almost unrealistic to achieve and are continuously asking our clients and ourselves "are we open to what's possible?".

We believe in giving 110% to meet a client's goals and objectives and the power of possibility. Even if things may not end up exactly as we envisioned, the collective learning along the way teaches us more than if we had never tried.

Engage Power

POWER. The capacity or ability to direct or influence the behaviour of others or the course of events.

Vision is powerful; it requires dedication, courage, and resiliency to commit to making it happen. Part of the joy we feel when working with clients is the power of influence when there is a direct synergy between our abilities and the client's capabilities to achieve the end goal.

We are aware of the power we hold individually but even more so of the power we create when working collectively.





People & Culture

HAVING the right people in place for specific roles is an important part of the formula behind a successful company. Just as important, though, is ensuring that there's a strong team culture in place – one that's aligned to company vision and values.

Business owners can easily get caught up in an endless cycle of meetings, discussions and hiring decisions. Kinship Kollektive can streamline all of this, ensuring time spent in meetings is time spent on what really matters. They can also help source, organize and build teams within a company, depending on what the needs may be.

Based on this, one might assume that Jenna would be open to working with virtually any entrepreneur who has decided he or she needs help. In reality, that's not always the case. As Jenna notes, "They have to be mentally and, often, emotionally prepared for this because it's such a monumental change to how they're going to run their business."

"That's why I always do an initial consultation first. I have to get excited about what they're doing and, most importantly, I need to be sure that we'll be able to work together."

"Some of them may have been burnt in the past. Something wasn't done or a deadline was missed. So it's not uncommon for them to do an initial test run on something, just to see that I can deliver. And I'm fine with that. I am always accountable and transparent in this way."

What it comes down to, she adds, is communication. It's about setting expectations and timelines and, if something does go wrong (because no one is perfect), it's being able to communicate with them and get realignment.

What does it take for an entrepreneur to realize and then accept that he or she has reached the so-called tipping point and can't keep going it alone? "Internally, it could be some sort of disaster," says Jenna. "Physically, they will burn out and could end up becoming ill to the point where they have to take time off. Their families and social relationships suffer as well."

But what's often one of the biggest indicators that something is off is when there is a high turnover rate within the company. A savvy entrepreneur will watch for the signs and mitigate fallout by bringing in Kinship Kollektive to assist.

Taking responsibility is a critical first step and is something Jenna looks for. "If they haven't managed things appropriately, hired the wrong people or just plain avoided dealing with something, those

are flags that tell me areas where work needs to be done."

"One of the most important things a business owner can do," says Jenna, "Is to be open to feedback, open to change. This means being vulnerable, which is tough for all of us but it's especially hard for business owners."

"But as long as they have their heart in the right place and there's a values alignment, then that's where I can be of benefit to them."

People + Culture

Is your business ready to grow? Do you have the right team to scale efficiently? Should your focus be on driving revenue and not spent on recruiting, onboarding, and talent management?

Kinship can directly represent you and your team to source the right talent required to grow your business. Our approach is rooted in connection, effectiveness, and ensuring the right culture is built within your organization.

Full Cycle C-Level Recruitment

Custom Culture Programs

Leader Job Descriptions + Accountability

Performance Management

Values Rollout

Onboarding Programs

Events



Operations & Products

THE global pandemic changed a lot of things for many companies, not the least of which was how people shopped. Online and e-commerce sales boomed while in-store shopping took a hit. Even now, with restrictions relaxed, there is a “new normal” in the business world that needs to be understood and navigated.

“Owners need to ask what their customer’s expectations are now,” says Jenna. “How will operations adapt to those? Is the company set up to pivot? Can it shift quickly? Are they sure about their priorities moving forward? Are new processes or procedures needed?”

These can be challenging questions to answer at the best of times, but for business owners who may still be struggling to get caught up, they can be next to impossible.

Enter Kinship Kollektive. “Creating order out of chaos is an area where we really excel,” says Jenna.

Identifying priorities and ensuring they’re aligned with company objectives is key as is effective project management and streamlining organizational processes. With her extensive background in business and working with entrepreneurs, Jenna can also identify new business ventures and build new business networks.

“I’ll take things up to a certain point where it makes sense for them to fill that role on a full time basis or, if needed, simply maintain the current momentum until they’re ready to expand. It’s about scalability.”

Sometimes changing operations means changing teams, too. Once internal functions and systems have been identified, there may be a need to find someone to fill a newly-created role. Jenna covers that off as well – from crafting the job description to reviewing, interviewing and recommending applicants. She can also do reference checks and prepare contracts.

In a project management-based business, performance management can play an important role as teams are judged based on their ability to meet deadlines and deliver what was promised. “So we want to ensure that we’ve taken steps to get the right people into the right roles.”

“Entrepreneurs are always looking ahead,” adds Jenna. “They’re hardwired differently from the rest of us. Momentum is important to them and when operations and systems are running smoothly – and they can be confident that someone else is taking care of them for them – then they have the mental capacity to focus on where they want to go next.”

Operations + Projects

Having spent many years working in start-ups, we understand the importance of making things happen quickly.

With never-ending task lists that seem impossible to organize, streamline, and execute, Kinship can identify priorities and quickly action what needs to get done.

Creating Organizational Systems + Processes

Project Management

Marketing + Business Development Initiatives

Personal Branding + PR Plans

New Business Ventures + Networks



Community & Impact

CONSIDERING its heart centered focus, Kinship Kollektive places a great deal of emphasis on giving back, creating community and making an impact. For Jenna, this goes hand-in-hand with building a strong team culture and investing in it in ways that will resonate with everyone.

“It starts with finding out what’s important to not only you, the owner of the company, but to your team as well,” says Jenna. “What do they believe in and support? How dedicated are they? Would they be willing to take that into the community? And then, following that, how would you roll out a program based on that?”

As with other initiatives, ensuring values are aligned is a solid first step. So is taking stock of the team’s true involvement

and level of commitment. “For example, are there people who would be willing to volunteer?”

Giving back is one of the best ways that a company can leave a lasting legacy within a community. “Business owners are, at the core, visionaries,” says Jenna. “So when you look at it from that perspective, what could be more visionary than wanting to make some part of the world a better place to live, work and raise a family?”

Community + Impact

Margaret J. Wheatley said “There is no power for change greater than a community discovering what it cares about.” How does your organization give back?

Kinship can partner with you to create customized programs that represent your business and personal values while also supporting others.

Impact Program Creation

Philanthropic Outreach + Strategy

Internal Roll Out + Events

Creating PR, Branding + Media Strategy

Development of Advisory Boards



How Individuals Can Benefit

ALTHOUGH there is a strong focus on working with entrepreneurs and SMEs, Jenna is quick to note that she also works one on one with individuals as well. The services she offers here are available in two packages or, if preferred, a customized one can be arranged.

“People are often unsure about their strengths, how to ‘sell’ themselves,” says Jenna. “And this can have a negative impact on how you present yourself during interviews. You could be the best fit for a particular role, but if you’re not able to communicate your value and what you bring to the table, then it’s a lost opportunity.”

From resume building and interview preparation to providing feedback and assisting with the strategic selection of targeted companies or industries, Jenna can help individuals realize their key strengths, skill sets and abilities.

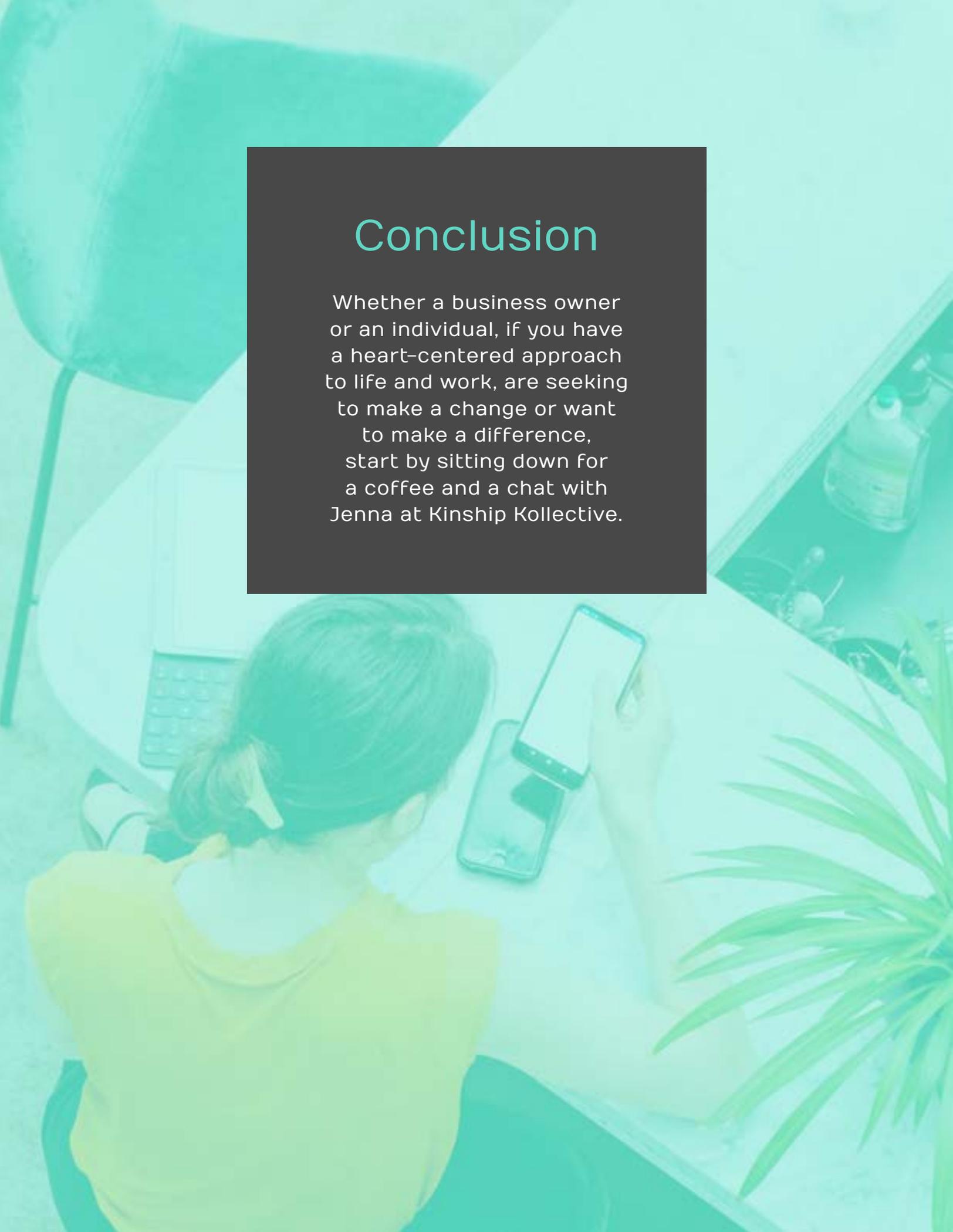
“It’s about giving people confidence so they learn to trust themselves in making

career decisions that are in their best interests. The job landscape is constantly changing and the strongest candidates will always stand head and shoulders above everyone else.

“We could all use some support in learning how to navigate that landscape. It represents an area where some of the most important decisions of our lives will be made.”

Conclusion

Whether a business owner or an individual, if you have a heart-centered approach to life and work, are seeking to make a change or want to make a difference, start by sitting down for a coffee and a chat with Jenna at Kinship Kollektive.





Kinship Collective

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