GOODWIND
COLLECTIVE

Senior operator collective for owner-led businesses

OPERATIONAL RESILIENCE BASELINE

Find the fragile parts before they become the business emergency.

Goodwind starts with the customer path, but growth work often exposes a deeper operating question: who owns the accounts, systems, backups, vendor dependencies, and recovery decisions the business depends on?

$4,500 starting point for public launch	**10** business-day target after access	**1** lead operator accountable for scope	**90** day action path after readout	**Clear** ownership for accounts and next steps

Public launch term: Operational Resilience Baseline starts at $4,500 for a 10 business-day baseline. Scope changes are written before added systems, new information, or remediation work are included.

What we review

- Account and access ownership.
- MFA and identity controls on the accounts which matter.
- Backup and recovery evidence, not backup assumptions.
- Domain, website, CRM, and vendor dependency risk.
- Key-person dependency and continuity gaps.

What you receive

- Leadership-ready summary of the main risks.
- Evidence notes for the systems reviewed.
- Prioritized register with practical owners.
- 30, 60, and 90-day action path.
- Recommended next scope only when it is useful.

Starting at $4,500. The exact fee depends on the agreed systems, access, evidence depth, and owner time required. Added systems, new information, or deeper remediation are handled through a written scope change.

The baseline is practical, not theatrical.

The point is to give the owner usable clarity. We name what can break, who owns it, what proof exists, and what should happen first.

1 Intake and access map

We identify the business systems in scope, named owners, administrator access, and the places where personal accounts are carrying company risk.

2 Evidence review

We inspect available proof around identity, backup, recovery, vendor dependence, domain control, website control, CRM data, and key-person continuity.

3 Risk register

Findings are ranked by business impact, likelihood, effort, and owner accountability rather than by fear or generic best-practice language.

4 Readout and next path

The owner receives a concise readout and a near-term action plan. Remediation is separate when the fix is bigger than the baseline.

Good fit signals

The business has grown through informal systems, one person holds too much access, or the owner does not know whether backups, domains, CRM data, and vendor accounts can be recovered.

Scope discipline

The baseline names the risk and the next action. Remediation, migration, implementation, or vendor replacement receives its own scope, price, and decision point.

Start with a 30-minute conversation so we can confirm the right scope before quoting the exact number.

Book: cal.com/mrsunshine/intro