NORTHWIND STUDIO

ANNUAL REVIEW 2026

A quieter, faster year.

How a 14-person studio shipped more by meeting less.

JANUARY 2027

We stopped presenting work and started showing it.

Every Friday since May

Three things that worked

1

Fewer meetings

Two standing meetings a week, down from nine. Decisions moved to written notes.

2

Weekly demos

Every Friday, each team shows something running. No slides allowed.

3

One owner per project

Every project has one name on it, and that person can say no.

Smaller meetings, bigger year

Placeholder figures for a fictional studio.

+38%

revenue, first quarter to last

62

net promoter score, up from 41

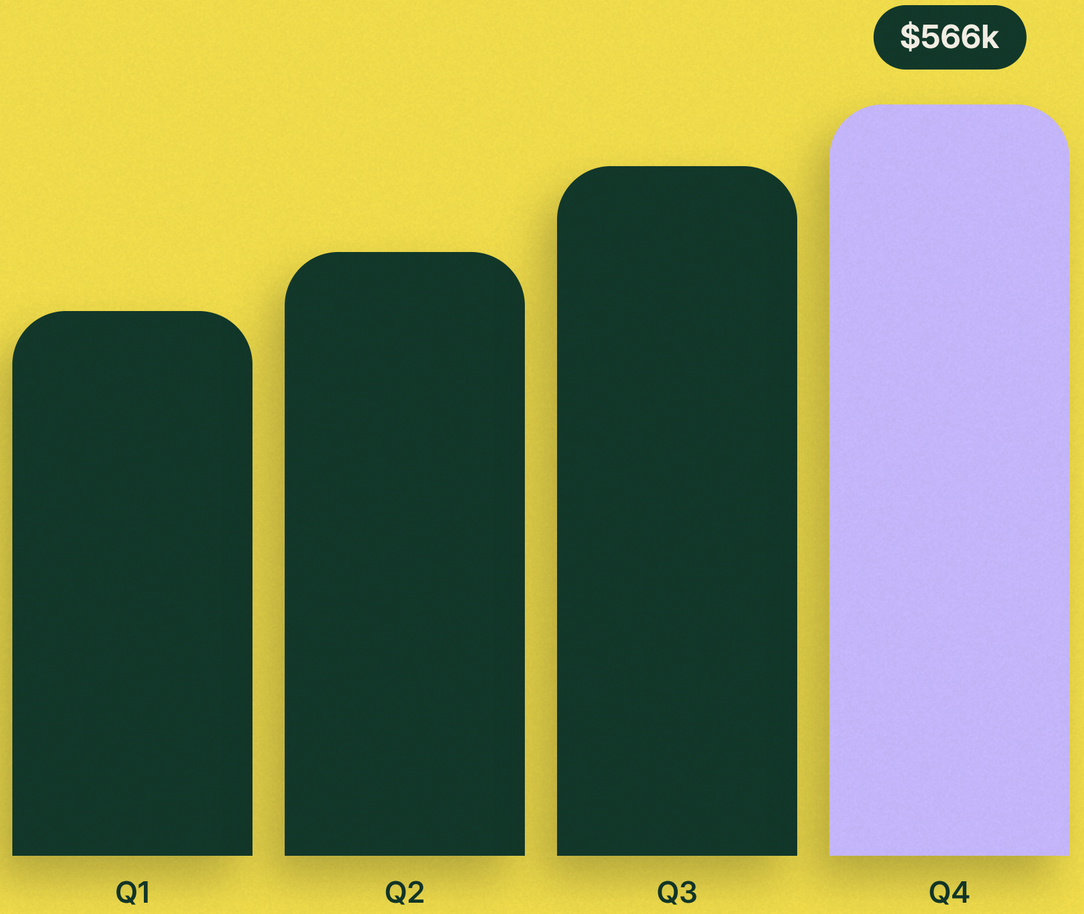
2

standing meetings a week, down from nine

Every quarter beat the last

+38%

Revenue grew from $410k in the first quarter to $566k in the last.



Quarterly revenue, thousands of dollars.

Four turns in 2026

Feb

Cut the meeting load

Nine standing meetings became two.

May

First Friday demo

Six teams, six running things, no slides.

Sep

One owner per project

Every project got a single name on it.

Dec

Best quarter yet

$566k, up 38% on the first quarter.

02

Next year

Three bets for 2027.

Three bets for next year

1

Two-person teams

Pair every project, so nothing waits on one person.

2

A public changelog

Ship notes every Friday, written for clients, not for us.

3

A four-day week

Trial it for one quarter and keep what we learn.

Thank you.

Questions, ideas and Friday demos are always welcome.

hello@northwind.example

northwind.example

Northwind Studio is a fictional company. The figures are placeholders.