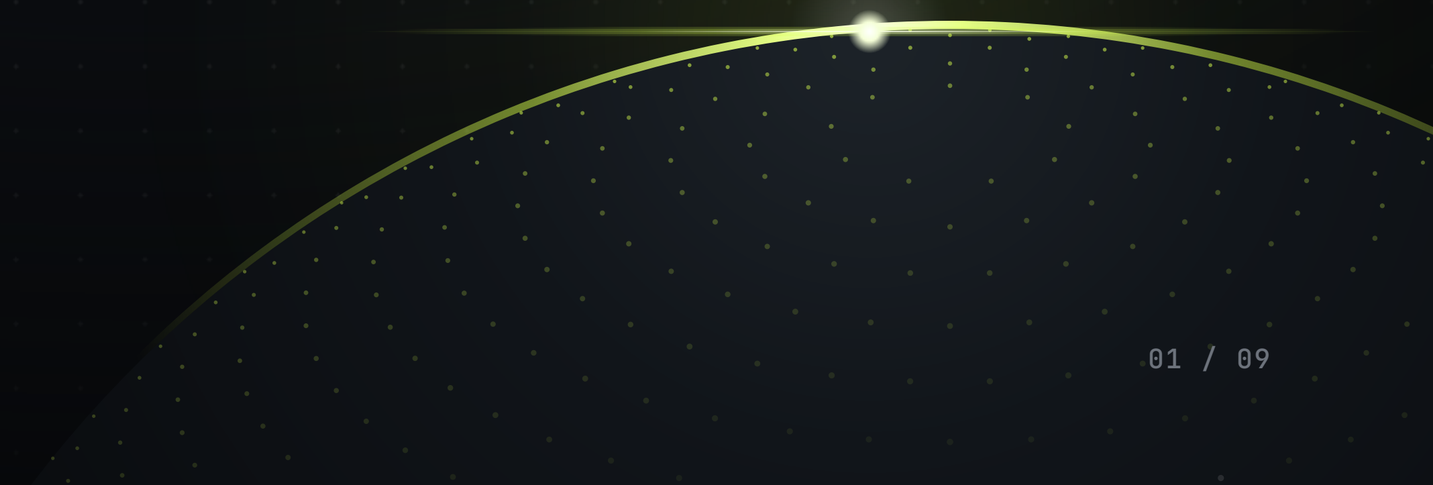
ANNUAL REVIEW 2026

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

WHAT WORKED

Three things that worked

01

Fewer meetings

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

02

Weekly demos

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

03

One owner per project

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

THE YEAR IN NUMBERS

Smaller meetings, bigger year

+38%

revenue, first quarter to last

62

net promoter score, up from 41

2

standing meetings a week, down from nine

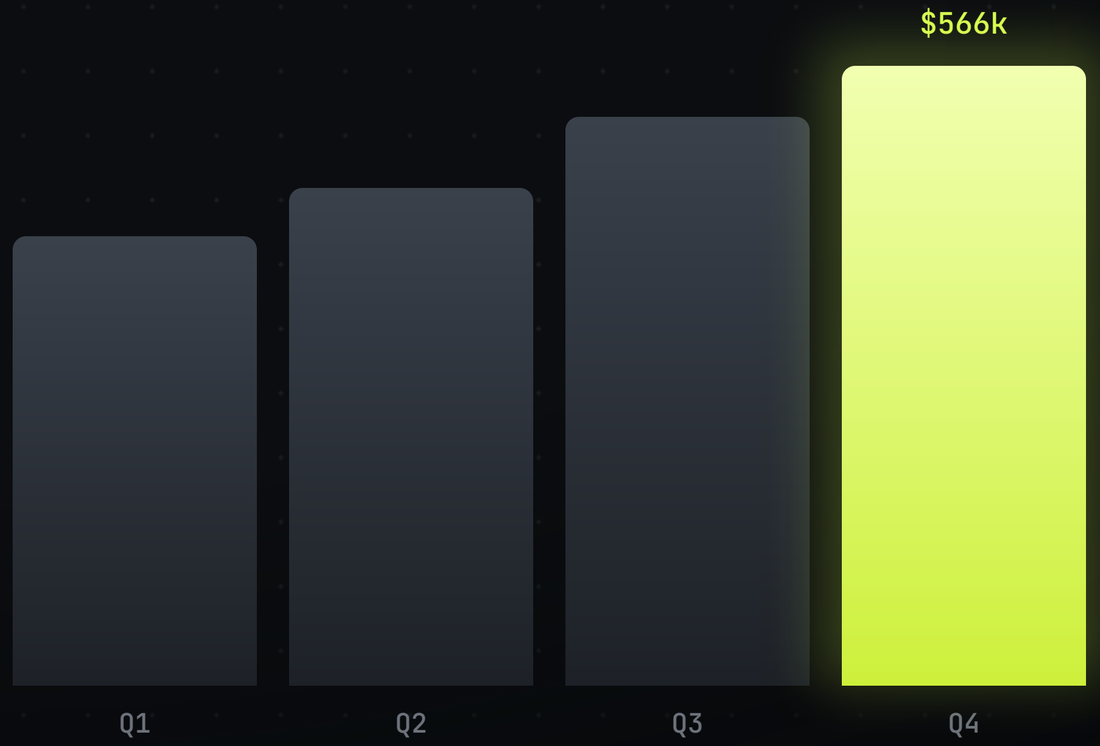
Placeholder figures for a fictional studio.

REVENUE

Every quarter beat the last

+38%

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



Quarterly revenue, thousands of dollars.

HOW THE YEAR WENT

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

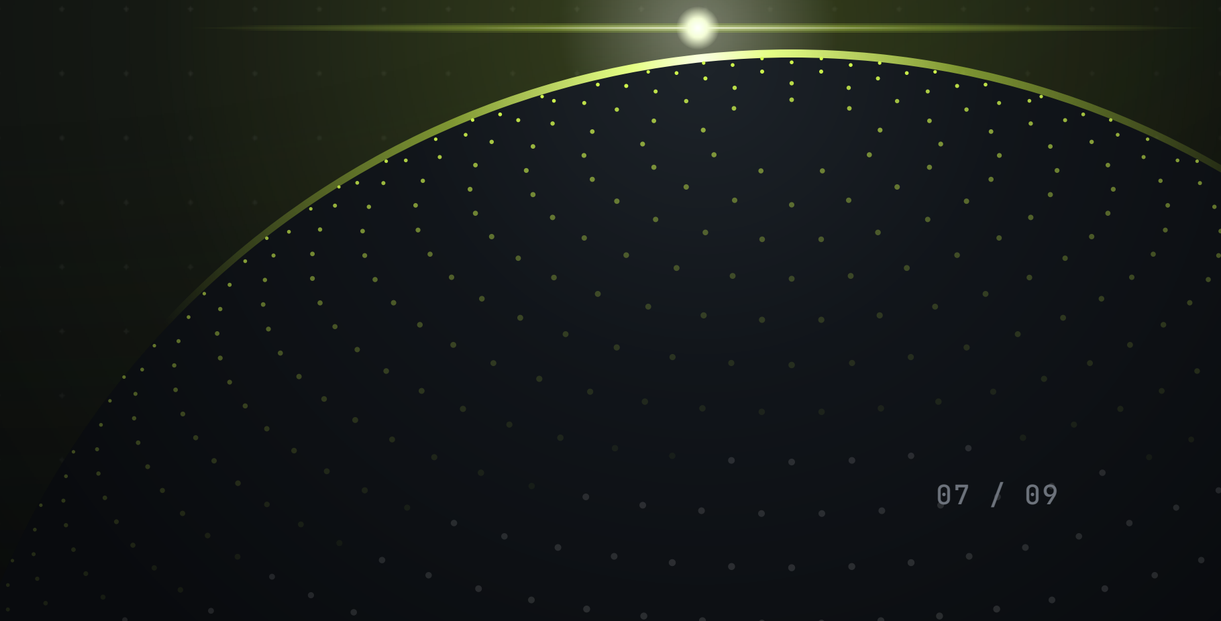
$566k, up 38% on the first quarter.

PART TWO

02

Next year

Three bets for 2027.



2027

Three bets for next year

01

Two-person teams

Pair every project, so nothing waits on one person.

02

A public changelog

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

03

A four-day week

Trial it for one quarter and keep what we learn.

Thank you.

Questions, ideas and Friday demos are always welcome.

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