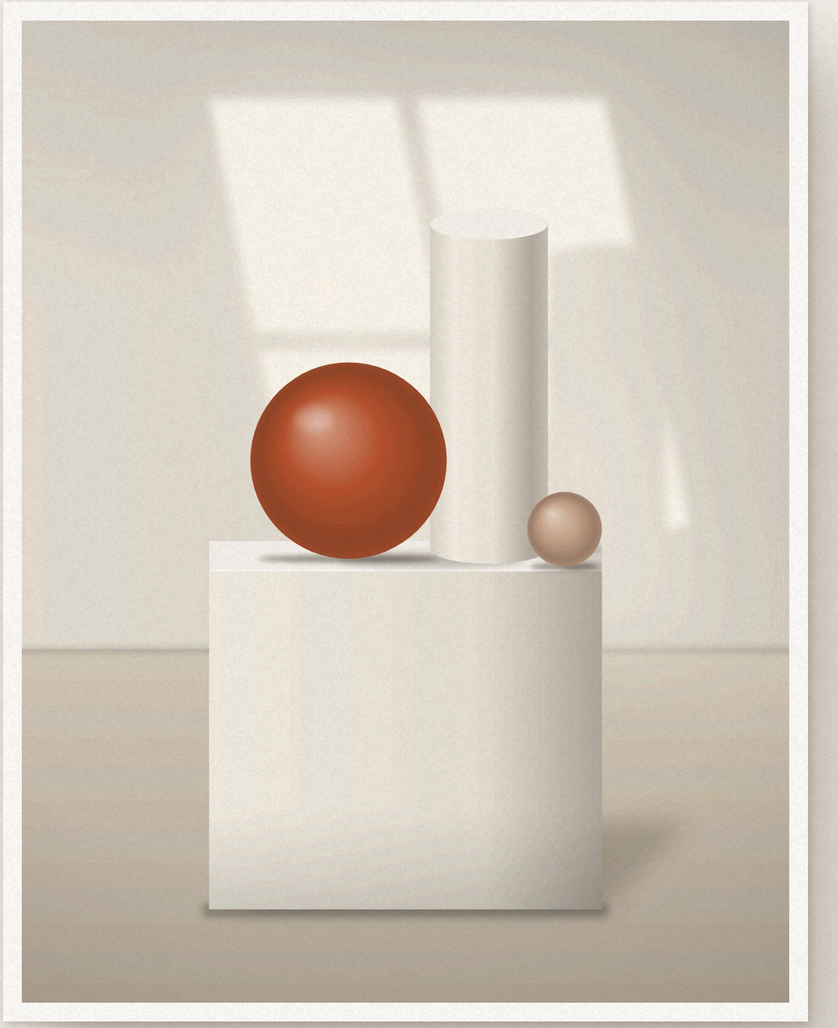
A quieter, faster year.

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

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.

Smaller meetings, bigger year

+38%

revenue, first quarter to last

62

net promoter score, up from 41

2

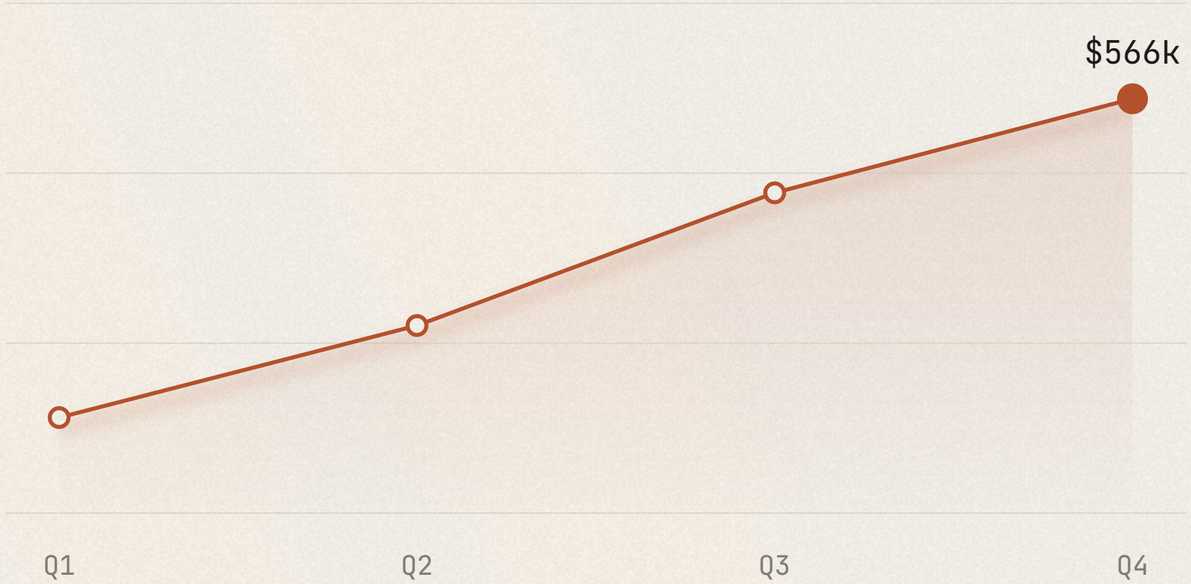
standing meetings a week, down from nine

Placeholder figures for a fictional studio.

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

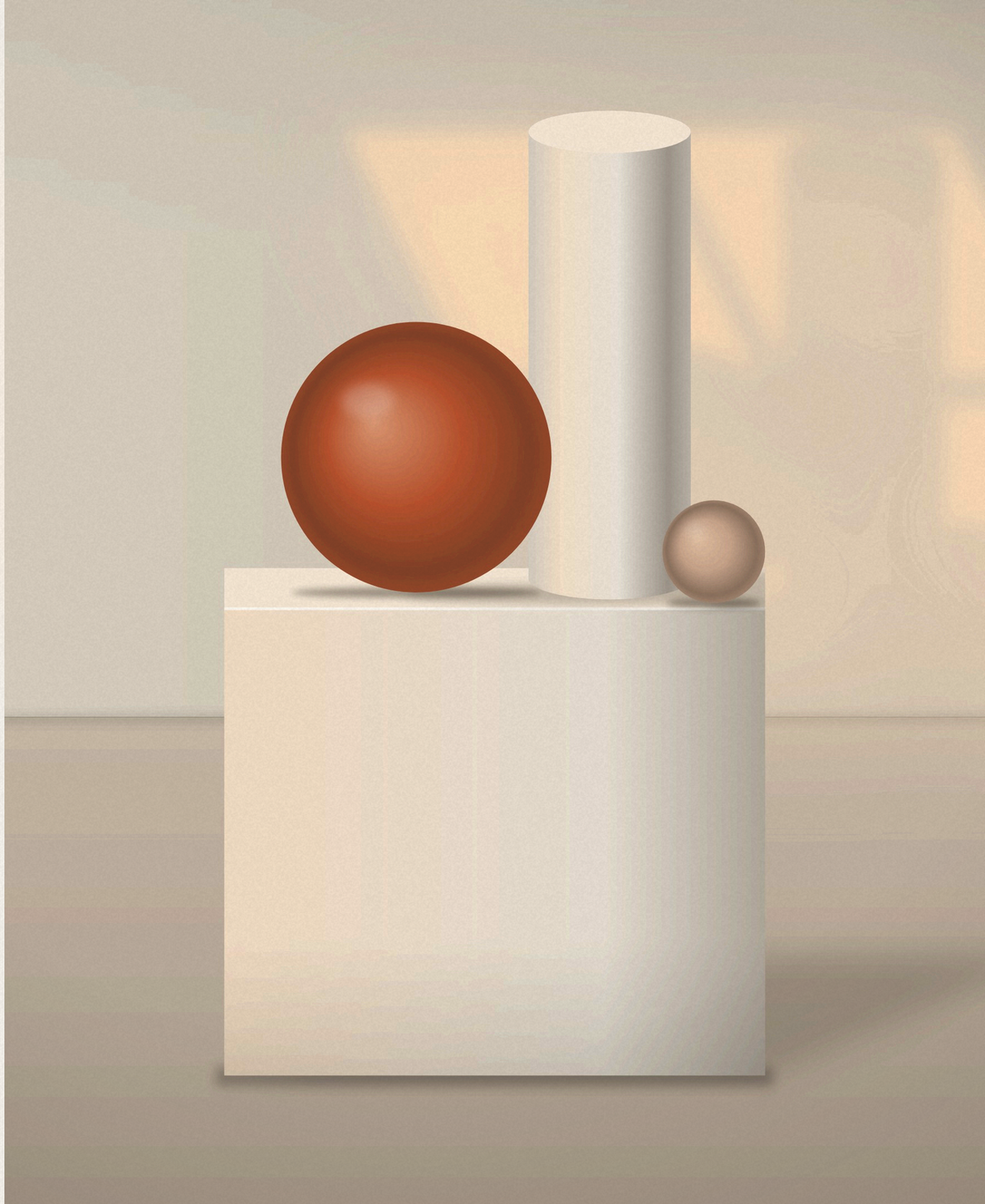
Best quarter yet

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

02

Next year

Three bets for 2027.



Three bets for next year

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.

hello@northwind.example

northwind.example

