



THIBODEAUX
ADVISORY GROUP

Thibodeaux Advisory Group

Clarity. Discipline. Governance.





ABOUT US

Clarity. Discipline. Governance.

TAG is a governance-driven advisory firm helping mid-market companies strengthen decision-making, clarify strategy, and build disciplined operating models. We partner with CEOs, founders, and private equity sponsors navigating growth, consolidation, or operational complexity.

Core Pillars:

- Governance discipline
- Strategic clarity
- Operating model transformation
- Financial strategy
- M&A and partnership advisory



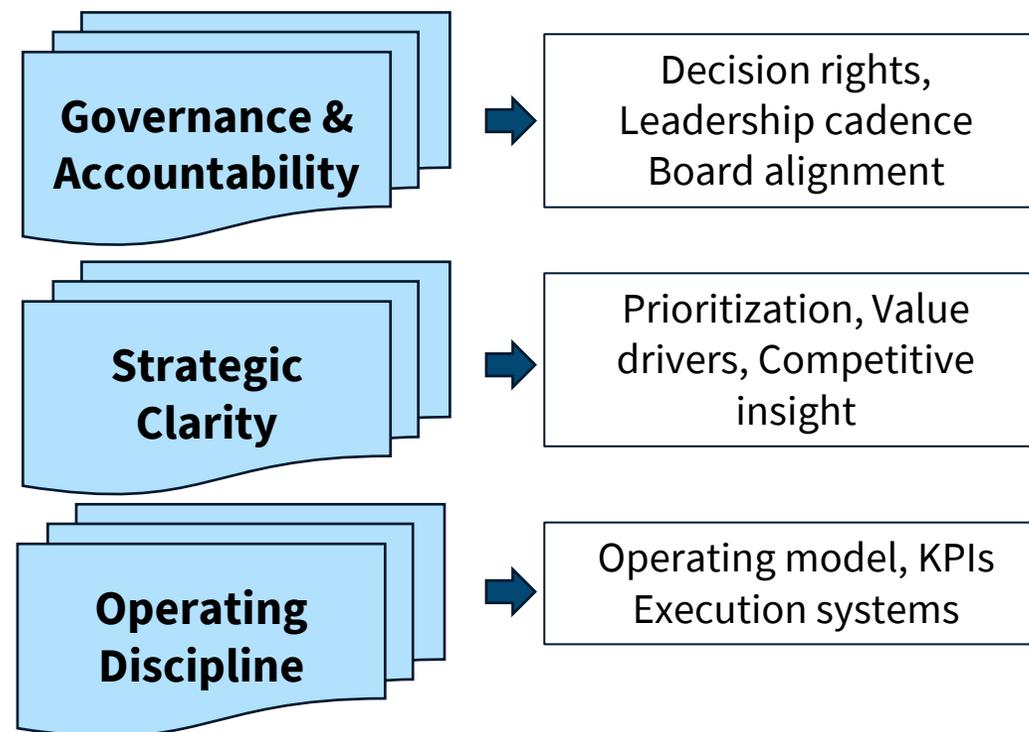


What We Solve

Solving the Leadership Challenges That Undermine Clarity, Alignment, and Execution

Organizations engage TAG when they need to:

- Strengthen governance and leadership accountability
- Clarify strategy and align the operating model
- Improve financial discipline and capital allocation
- Navigate M&A, integration, or partnerships
- Reset priorities and rebuild execution discipline





Advisory Philosophy

A Disciplined, Outside-In Advisory Philosophy Built for Clarity and Accountability

Our Approach:

- Independent, unbiased, and grounded in data rather than internal narratives
- Governance-first and execution-focused to ensure decisions translate into results
- Designed to create clarity, accountability, and measurable performance
- Built for leaders who value discipline, truth, and structured thinking

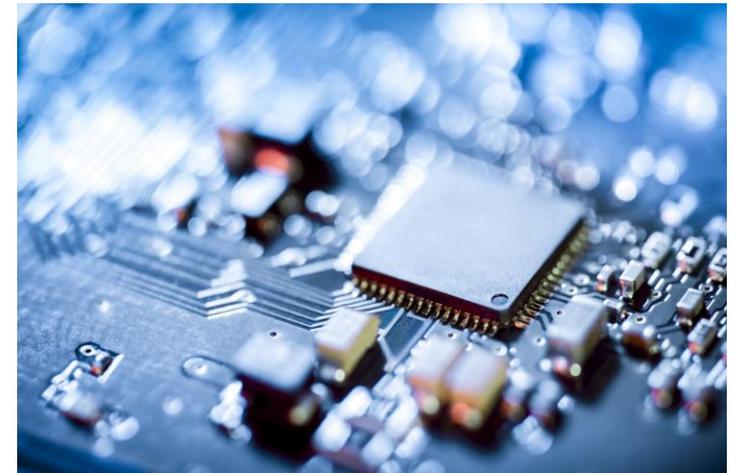




Industries We Serve

Advisory for Mid-Market Companies and Private Equity Portfolio Leaders

- SaaS & Digital Platforms
- Retail Tech & Consumer Products
- Logistics & Supply Chain
- Telecommunications, Broadband / ISP & Infrastructure
- Founder-led and PE-backed organizations





Signature Advisory Programs

Proven Engagement Models That Create Long-Term Value

1. Monthly CEO/Founder Advisory Retainer
2. 90-Day Governance Reset
3. Strategic Reset Sprint (3–4 Weeks)

Each program is designed to create clarity, discipline, and long-term value.

**Monthly
Advisory
Retainer**

**90-Day
Governance
Reset**

**Strategic
Reset Sprint
(3–4 Weeks)**



Monthly CEO/Founder Advisory Retainer

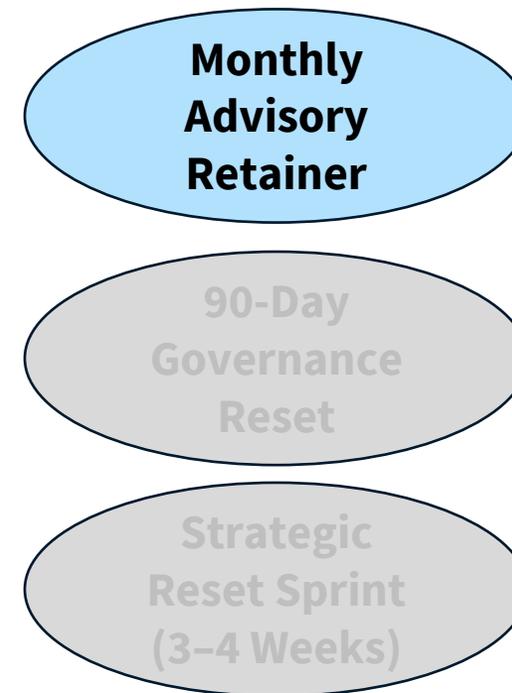
A long-term advisory relationship providing clarity, accountability, and disciplined decision-making.

Key Components:

- Monthly 90-minute strategic session
- Weekly 30-minute check-ins
- Real-time decision support
- Governance & board prep
- KPI dashboards & accountability systems
- Financial strategy & scenario planning

Deliverables:

- Monthly Strategic Brief
- Quarterly Operating Model Review
- Board-ready materials





90-Day Governance Reset

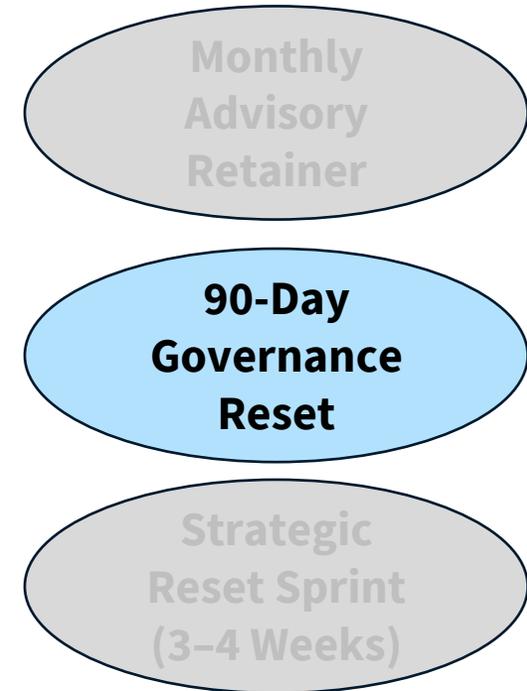
A structured modernization of governance, decision-making, and leadership accountability.

Key Components:

- Diagnostic (Weeks 1–3)
- Governance Architecture (Weeks 4–6)
- Implementation (Weeks 7–9)
- Stabilization & Handoff (Weeks 10–12)

Deliverables:

- Governance Blueprint
- Decision Rights Matrix
- Leadership Cadence
- KPI Framework
- Governance Playbook





Strategic Reset Sprint

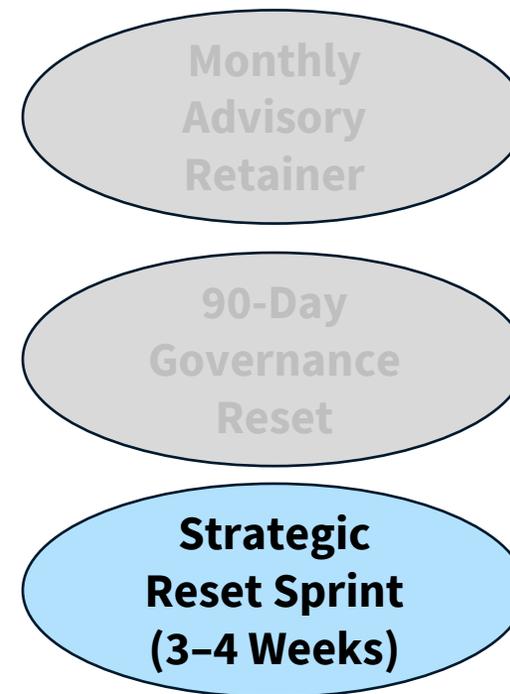
Rapid clarity for companies at an inflection point (3–4 Weeks).

Key Components:

- Week 1: Strategic Clarity
- Week 2: Operating Model Redesign
- Week 3: Execution Roadmap
- Week 4: Leadership Offsite (Optional)

Deliverables:

- Strategic Priorities Roadmap
- Operating Model Blueprint
- KPI Dashboard
- 12 Month Roadmap
- 90-Day Execution Plan





Governance & Leadership Discipline

TAG helps leadership teams strengthen governance, clarify strategy, and redesign operating models so their organizations can scale with confidence.

Key Components:

- Board and leadership charters
- Decision rights frameworks
- Leadership cadence design
- Board meeting modernization
- Accountability systems
- KPI and reporting structures

Deliverables:

- Clarified roles, decision rights, and operating norms
- Clear pathways that reduce ambiguity and improve speed and quality
- Shared priorities, commitments, and behavioral expectations
- Metrics and dashboards that reinforce discipline and transparency
- Stronger leadership alignment





Strategy & Transformation

TAG translates strategy into operating models, workflows, and leadership rhythms that make transformation achievable and repeatable.

Key Components:

- Strategic prioritization
- Value driver analysis
- Operating model redesign
- Cross-functional alignment
- KPI dashboards
- Execution roadmaps

Deliverables:

A strategy that is

- **Actionable** concrete decisions, priorities, and next steps
- **Measurable** strategy anchored in KPIs and governance
- **Executable** operating model with workflows, to deliver results





Financial Strategy & M&A Advisory

TAG delivers financial clarity and disciplined M&A support to drive confident, value-aligned decisions

Key Components:

- Owner-ready financial models
- Scenario planning
- Capital allocation discipline
- M&A diligence
- Integration planning
- Partnership evaluation

Deliverables:

- Financial Models & Scenario Analysis
- Capital Allocation & Investment Frameworks
- Business Cases & Board Materials
- Integration Planning & Performance Tracking
- Deal Economics & Integration Planning





Case Study

SaaS / AI Platform

The Problem

A SaaS company building an AI-powered transformation platform lacked a defined vertical strategy, struggled to articulate clear product value, and needed a validated real-world use case to strengthen product-market fit and investor readiness.

TAG Intervention

TAG partnered with the founders to shape the ISP vertical module, validate the platform through a live client, and build the governance, workflow, and financial frameworks that clarified platform value. TAG also advised on pricing logic, partnership structure, and roadmap priorities.

Frameworks Applied

- Verticalization Strategy Framework
- Product-Market Fit Assessment
- Governance & Workflow Integration Model
- Financial Impact & Scenario Modeling

Measurable Outcomes

- Fully defined ISP vertical module with workflows, KPIs, and use cases
- Accelerated product clarity and roadmap alignment
- Stronger market positioning as a transformation intelligence platform
- Validated client case supporting investor and partner conversations



Case Study

Retail Consumer Products

The Problem

A fast-growing consumer products company struggled with operational fragmentation, unclear priorities, and inconsistent financial discipline. Leadership lacked a structured planning process and visibility into margin and product performance.

TAG Intervention

TAG partnered with the CEO and leadership team to clarify strategy, redesign the operating model, and establish governance rhythms that strengthened accountability. TAG developed financial models, scenario analyses, and capital-allocation frameworks that informed investment and product decisions.

Framework Used

- Strategic Clarity & Prioritization Framework
- Operating Model Redesign
- Leadership Cadence & Accountability System
- Financial Strategy & Capital Allocation Model

Measurable Outcome

- 25% improvement in on-time product delivery
- Clear strategic priorities and a 12-month execution roadmap
- Improved gross margin visibility and investment discipline
- Reduced cross-functional friction and stronger leadership alignment



Case Study

Internet Service Provider / Telecommunications

The Problem

A mid-sized hybrid ISP faced stalled growth, unclear decision-making, and inconsistent execution.

Leadership lacked governance structure, workflows were undocumented, and priorities shifted without a disciplined operating rhythm.

Your Intervention

TAG conducted an outside-in assessment of governance, operating model, and workflow maturity. Partnered with the CEO to clarify priorities, redesign leadership cadence, map operational bottlenecks, and establish a 90-day execution rhythm supported by financial and operational insights.

Framework Used

- Governance & Leadership Discipline Model
- Operating Model Alignment Framework
- Workflow Mapping & Cost-to-Growth Analysis
- 90-Day Execution Cadence

Measurable Outcome

- 40% reduction in leadership decision cycle time
- Defined operating model with clear roles and decision rights
- Prioritized roadmap that accelerated two stalled initiatives
- Improved visibility into cost drivers and growth constraints



Why TAG

TAG helps leadership teams strengthen governance, clarify strategy, and redesign operating models so their organizations can scale with confidence.

We are Independent, Unbiased, and Relentlessly Focused on Leadership Discipline.

Key Elements:

- Board-level rigor
- Independent, unbiased perspective
- Structured frameworks
- Deep cross-industry experience
- Trusted by founders, CEOs, and PE sponsors
- Designed for clarity, discipline, and execution

Engagement Models

- Monthly Advisory Retainer
- Fixed-Fee Governance Reset
- Fixed-Fee Strategy Sprint
- Custom Transformation Engagements
- M&A Diligence & Integration Support





Next Steps

Schedule a Strategic Clarity Conversation

Let's explore your goals, challenges, and opportunities.

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