

FOUNDER-LED BUSINESS • MULTI-LOCATION OPERATOR • GROWTH INFLECTION

The business outgrew one person. So we built the bench. How Your Neighborhood Laundries turned founder dependency into a delegated, accountable leadership team positioned to grow from six million toward ten.

+50%

Confidence in operational leadership rhythms, the system that runs the business when the founder steps back

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"I need a person I can trust to say I duplicated myself. I would love to have my phone ring less. Give me solutions."

Kurt Cargle, CEO and Owner, Your Neighborhood Laundries

THE BUSINESS CHALLENGE

Your Neighborhood Laundries had done the hard part. The founder had moved from operator to owner, modernized the laundromats, and grown the enterprise from two million to six million in revenue. Then growth itself became the risk.

- Every decision routed through one person. The founder was the bottleneck, fielding calls instead of leading strategy, with no trusted second-in-command to run the business in his absence.
- There was no second-tier leadership bench. Vision outpaced the leadership the company actually had, and the next phase of growth required structure the business did not yet possess.
- Operating discipline had eroded. Meeting cadence had stopped, preventative maintenance was missed, and real estate volatility was pulling focus and cash away from the laundromat engine that funded everything.

WHAT WAS AT STAKE

This is the moment most owner-operated businesses stall. The founder cannot scale past their own capacity, the team cannot step up without a system, and the enterprise plateaus or breaks. For an ecosystem investor, this is exactly where capital either compounds or quietly disappears. The asset was sound. The leadership infrastructure was not.

THE APPROACH

Drink Some Water.® LLC deployed the Strategic Growth Framework™, an evidence-based method that translates leadership input into an executable plan across five domains: Revenue and Sustainability, Marketing, Service Offers, Operations and Infrastructure, and Innovation. The work was built on what the team actually said, not a template.

Listen

Facilitated priority canvas plus one-on-one interviews with the owner, CFO, and operational leads.

Analyze

Qualitative coding of every input into the themes driving performance, constraints, and opportunity.

Build

A three-year plan with named owners, deadlines, and accountability rhythms the team owns.

THE BUSINESS IMPACT

The engagement moved the business from informal execution to structured leadership systems, and from task-based work to strategic alignment. The strongest gain was in the area that matters most for a business trying to outgrow its founder: the rhythms and accountability systems that let leadership run without him.

MEASURED LEADERSHIP GAINS

Establishing leadership rhythms	+50% confidence
Designing a multi-year strategic plan	+33% confidence
Identifying strategic plan components	+25% confidence
Leading strategic planning sessions	+13% confidence

ORGANIZATIONAL OUTCOMES

- **Decisions delegated, not bottlenecked.** Tasks now carry clear ownership and deadlines, and leadership partnership is forming where there was once a single point of dependency.
- **Cadence restored.** Structured agendas and consistent weekly leadership meetings replaced the silence that had let maintenance and accountability slip.
- **A plan the business runs on.** The strategic plan is actively used in leadership discussions and beginning to guide organizational decisions across the laundromat and real estate sides.

IN THE PARTICIPANTS' OWN WORDS

"When a task was delegated, with an owner and a deadline, it specified ownership in that role. No confusion, no rebuttal, which held accountability and allowed the task to get done."

Participant, Your Neighborhood Laundries

"The strategic plan now lives in the strategic plan folders for each meeting. All leaders within the organization have access to the plan."

Participant, Your Neighborhood Laundries

"We are forming a leadership partnership that stretches across marketing, development, and producing a better outlook for the company. Our Monday morning meetings have been very successful with the leads."

Participant, Your Neighborhood Laundries

WHY THIS MATTERS FOR THE ECOSYSTEM

This is what durable small business investment looks like. Not a satisfied participant, but a stabilized, owner-operated enterprise with the leadership infrastructure to protect 48 jobs and scale toward ten million. The method is documented, evidence-based, and built to be repeated across the owners you fund. When you strengthen the operator, you strengthen everything that operator carries: the team, the community, and the wealth it circulates.

Let's find the alignment.

If you are building an ecosystem where small business owners do not just survive but scale, there is a conversation worth having here.

Let's connect to explore where our work and your mission align.

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