



NEW LEAF

Fractional COO Services

A DIVISION OF NEW LEAF GLOBAL SERVICES INC.



SERVICE OVERVIEW

www.newleafgsi.com

Fractional COO & Executive Operations Support
for Founders Doing Things Differently

WHY NEW LEAF?

You've built something meaningful, but your operations are lagging behind. Let us clear the the path so your business can thrive.

At New Leaf, we help you build systems that create clarity, capacity, and momentum.

You bring the vision. We bring the structure, strategy, and steady hand to help you scale.



OUR MISSION:

To empower values-led founders and leaders with strategic, trauma-informed operations that drive sustainable growth and real impact.

MEET THE TEAM



Jessie Taylor is a Fractional COO, systems strategist, and the powerhouse behind New Leaf Global Services Inc., with nearly 20 years of experience across corporate, nonprofit, healthcare, and government sectors. She helps visionary founders turn operational chaos into clarity, through trauma-informed, sustainable systems that support real growth, without the burnout.

Her superpower? Bringing order to overwhelm while keeping your mission, and your humanity, front and center. Jessie has led high-performing teams, launched social enterprises, delivered national programs, and created workflows that work for real humans, not just flowcharts. She blends strategic thinking with grounded compassion, helping founders lead with confidence, clarity, and ease.

Jessie is also the founder of The BraveArt Project, a social enterprise providing therapeutic art kits, creative healing workshops, and community support to survivors of domestic violence and individuals impacted by trauma across Nova Scotia. BraveArt embodies Jessie's commitment to blending creativity, advocacy, and trauma-informed care to support meaningful community impact.

Jessie's leadership has been nationally recognized, including her nomination for three 2025 Women Empowerment Awards. She also brings frontline experience from women's shelters, victim services, and anti-human trafficking work. Expertise she now integrates into her trauma-informed consulting and organizational development approach.



WHAT WE DO

Whether you're managing a growing team, preparing for a launch, or tired of being the only one who knows what's going on, we're here to help.

CORE SERVICE OFFERINGS

STRATEGIC PLANNING + IMPLEMENTATION

Turn your vision into an actionable roadmap. We map priorities, build timelines, outline milestones, and create a clear execution plan so you always know what comes next.

OPERATIONS + SYSTEMS OPTIMIZATION

Streamline the back end of your business with sustainable workflows, automations, and tools that reduce decision fatigue and increase efficiency—without the overwhelm.

PEOPLE + TEAM OPERATIONS

Build a strong, values-led team with clear roles, delegation systems, onboarding, training, and leadership support that strengthens communication and capacity.

BUSINESS DEVELOPMENT + GROWTH STRATEGY

Support for new offers, launches, pricing, visibility, and strategic expansion. We help you grow in ways that feel aligned, sustainable, and rooted in your long-term vision.

BRANDING + VISIBILITY SUPPORT

From brand boards to content strategy, messaging frameworks, and copy refreshes—your visibility gets structure, clarity, and consistent voice across platforms.

OFFICE + DIGITAL OPTIMIZATION

Optimize your digital and physical environments to create a streamlined workflow, enhancing clarity and tranquility.

RESEARCH + EXECUTIVE SUPPORT

Deep-dive research, special projects, funding scans, grant support, and high-trust executive admin assistance that keeps your business moving forward.

PROGRAM + POLICY DEVELOPMENT

Create practical, human-centered policies, SOPs, and frameworks that align with your mission, reflect trauma-informed principles, and support organizational growth.



PRICING & PACKAGES

HOURLY COO SERVICES

- Available on an ad hoc or ongoing basis
- Ideal for flexible or evolving scopes
- Focused support without a long-term commitment
- Billed bi-weekly in 15-minute increments with a summary of time used and work completed

GROWTH PACKAGES

The packages below are available on an ad hoc or ongoing basis, and can all be customized. You'll get focused support without a long-term commitment. Package payments are invoiced bi-weekly in 15-minute increments with a summary.

SPROUT

- 10 hours/month
- Great for early-stage or solo founders

BLOOM

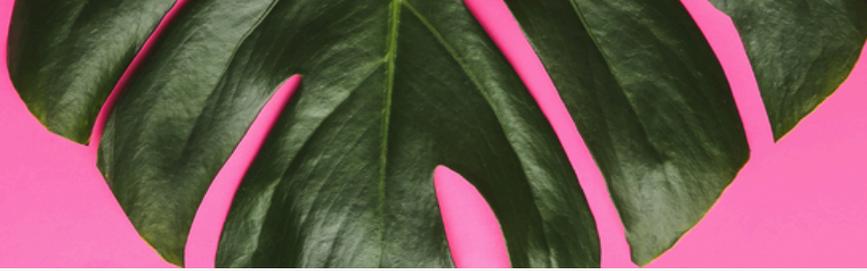
- 25 hours/month
- Ideal for founders scaling or managing a team

GROW

- 40 hours/month
- Deeper integration into your operations + team

LEADERSHIP PARTNER

- 52 hours/month: high-growth organizations or multi project support
- Embedded/Remote Executive Leadership
- Full backend oversight + strategic planning



SIGNATURE ADD-ON SERVICES

PRICE

VIP Strategy Day: 4-hour intensive to untangle the chaos, map your strategy, and leave you with a clear, actionable implementation plan for the next 90 days.	\$997+HST
Operations Audit: A comprehensive audit of your systems, workflows, tools, and bottlenecks, with prioritized recommendations to streamline, strengthen, and scale your operations.	\$1,100+HST
Quarterly Intensive: A focused 90-minute session to refine goals, set priorities, and align your next 90 days with strategy, capacity, and sustainable growth.	\$175+HST
Brand Design & Guide: A 2–3 page brand identity guide including voice, tone, keywords, colours, and messaging pillars to bring consistency and clarity to your brand.	\$350+HST
LinkedIn Audit & Refresh: A complete refresh of your LinkedIn profile, headline, bio, keywords, and positioning. Optimized for visibility, credibility, and CEO-level impact.	\$250+HST
Visibility Blueprint: A custom visibility strategy, including content pillars, audience messaging, posting cadence, and platform recommendations for sustainable growth.	\$300+HST
Website Copy Glow-Up: A polished refresh of your website copy focusing on message clarity, brand voice, user flow, and SEO-aligned content for stronger conversions.	\$750+HST

New Leaf delivers strategic fractional COO and executive operations leadership for purpose-driven founders who want systems that support growth, teams that thrive, and operations that feel as good as they function.

CLIENT TESTIMONIALS



Angela Szubielski
Founder & Owner, The Wine Spa

"Jessie has been an incredible support to me and to The Wine Spa. She helped bring new ideas to life – including our lunch and fundraising programs – and played a key role in connecting me with other professionals who've had a real impact on our business growth."



Kirsten D.
Autistic Disability Advocate & Independent Travel Advisor

Jessie was fantastic to work with – extremely helpful and understanding. I took away some things from the call that I can put into action immediately. Thanks, Jessie!

PARTNERS + CLIENTS



SEASNS



FEMXCHANGE

MEMBERSHIPS



PRESENTED BY
ROGERS
2025 NOMINEE



READY TO GROW A
NEW LEAF TOGETHER?

SEND US A MESSAGE!



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