



GALASSO
LEARNING SOLUTIONS

VIVID VISION 2026

The following is our 2026 Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what Galasso Learning Solutions will look like, feel like, and act like three years out—by December 31st, 2026.



SNAPSHOT

After a period of dedication and growth, we've built an A-team of trainers with an outstanding record of client satisfaction. Clients come to us in droves, confident that our educational style will inspire passion and drive measurable performance improvements within their ranks. **We are a cohesive team of experts who obsess over processes, organization, and culture.** We've more than doubled our revenue, all while protecting the work-life balance of our teammates. From customized training to speaking engagements and on-demand courses, our continuing education offerings do much more than check compliance boxes—they infuse CPAs and their firms with new life.

VALUES



We are passionate about continuous learning.

We advance our knowledge and skill set in order to bring more value to those we serve.



We share a commitment to excellence and quality.

We delight our learners through bespoke experiences that exceed expectations.



We provide value through lasting client impact.

We focus on our clients' needs, walk them through every step, and follow up to support implementation.



We treat our clients as partners in the learning process.

We collaborate with clients to build curriculums that fit their goals and needs.

CULTURE



Follow the GLS way.

We only hire people who excel in self-discipline and thrive within structure, people who love nothing more than to work with organized teammates who strive to exceed expectations in everything they do. **We set ambitious goals together, hold each other accountable, and openly discuss our needs for support as soon as they come up.** Clients count on us to respond to every message within 24 hours in a professional manner which reinforces their confidence in our team as a whole. Because we trust everyone to fulfill their commitments every time, team members enjoy a great deal of flexibility regarding when and how they choose to work. We go all in on processes and take pride in the sophistication of our collaborative projects. Individuals understand how their actions affect everyone involved, so we take ownership and communicate with diligence in order to never miss a deadline.

Honest, early, and frequent communication keeps our projects flowing smoothly. We maintain our positive momentum during weekly Level 10 meetings, and dedicated, biweekly meetings are for individuals to connect with their supervisors. On Fridays, we complete a 15Five to reflect on the week with our teammates and close any communication gaps before the weekend. If one of us needs to present a problem to the group, we come prepared with multiple possible solutions. We rally around the issue, choose a direction, and move forward, never dwelling on the past. During our monthly meetings, we share our personal rose, bud, and thorn for the month, and there's always more shout-outs than we have time for. During our 15Five weekly check-ins, people fight over the chance to highlight a coworker who turned lemons into lemonade or went above and beyond to support the team.

Continuous learning is what defines our culture, which means team members are expected to take the wheel of their professional development. Leadership presents educational opportunities to individual teammates based on their curated or personal selections. We've worked hard to build our team to the point where every trainer can deliver client experiences comparable to Melisa. Leadership prioritizes team members' goals and sets aside the resources to make them happen. This approach helps all team members remain clear on where they want to go and tackle daily work with passion and purpose. We build bridges for team members to write articles, teach at conferences, build their authority, and become known contributors in the field.

We close down for two paid **Wellness Weeks** each year. Some team members go diving with sharks in distant waters, while others binge on books from the comfort of their couches. **When it comes to celebrations, we go all out.** Excited to see our colleagues in person, we make our time together memorable, raise glasses to our accomplishments, and socialize late into the night. Once a year, we have a planning retreat where we stay in a lodge in a scenic location. Periods of goal setting and strategic planning are broken up with delicious meals, and in the evenings, we fill our cups with memorable excursions like moonshine tastings in Tennessee or Disney After Hours.





TEAM

We've worked hard to build out our team of full-time specialists so that individuals can focus on their areas of genius, produce the best work possible, and find fulfillment in their roles.

Melisa Galasso, our Founder and CEO, casts the vision for our growth, informs high-level strategy, and mentors our team of trainers to provide service that wins client confidence through relationships and results. She protects her work-life balance and expects the rest of us to do so, too. Our **Full-time Trainers** stay ahead of industry updates, continuously advance their teaching skills, and relentlessly pursue client satisfaction. Our **CFO** updates us on team goals through tracking and sharing financial reports and metrics that clearly link our actions with our results. Our **COO** collaborates with Melisa on developing business strategies, contributes their genius toward process improvement, and supports the implementation of next-level project management. Besides taking the lead on administrative duties, our **L&D Operations Specialist** orchestrate the logistics of employee and training partner travel without a hitch, leaving a lasting impression on all our clients.

CORE BUSINESS ACTIVITIES

Galasso Learning Solutions provides engaging, relevant, and customized education for accounting professionals. All our trainers are proficient in adult learning theory and apply it in the classroom. We serve traditional CPA firms with strong audit practices as well as non-profit and governmental organizations. Our services are for leaders who deeply care about exposing their teams to meaningful CPE experiences that drive measurable results.



Custom CPE for Firms and Organizations.

This is what we're known for. Leaders seek us out with a desire to better serve their team, stay current on industry updates, and create happier clients. We collaborate with them to build a customized curriculum around their goals and deliver this material either virtually or in person.



Seminars, Conferences, and Public Speaking.

Event coordinators invite GLS to present on stage, where we deglaze the eyes of CPAs and ignite their thirst for knowledge, innovation, and skills.



On-Demand Courses.

Our most flexible offering, on-demand courses enable clients to streamline their LMS and accommodate team members in any time zone. Smaller entities find this an excellent, cost-effective method for achieving quality education.

SALES & MARKETING

Our dedicated CMO manages our marketing channels for maximum engagement and impact. Speaking engagements deliver high conversion rates and opportunities for our trainers to present at big-name events and to world-class alliances. Social media posts alert our audience to important updates in the field and ignite lively online conversations. Our trainers strengthen their thought leadership through article publications which provide national exposure for our CPE movement. Testimonial Tuesdays remain a beloved touchpoint that lights readers up with relatable client success stories.



MEDIA & AWARDS

We have a perfect Net Promoter Score and are proud of it! This matters more to us than any award out there. Our clients are blown away by their experience and the results that follow. Trainers witness the transformation in their students when they reawaken their passion for learning. We're the media's go-to subject matter experts and have been the proud recipients of the Most Powerful Women and Most Influential People In Accounting awards. It's clear to everyone involved: GLS changes accountants' lives for the better.



FINANCIALS

Our dedication to the vision has resulted in double the amount of revenue generated evenly from our trainers. We retain profitability while investing in our people. Trainers receive the training, support, and resources they need to thrive in their roles.



FOUNDER FEELING

I'm glad you caught the teaching bug. To see somebody's eyes light up as they "get" something or fall in love with their profession for the first time...it's incredible to facilitate this kind of awakening. And you're passing on this gift to countless CPAs who can enjoy their job a little (or a lot) more, thanks to your impact.

I know it hasn't been easy, but you doubled down during a time of immense change, and now, seeing all we've accomplished, we can all agree: This was worth it.

You're here because you've proven your ability to uplift the team and bring tenacity to your work, day after day. If you're hungry for more challenges, rewards, and opportunities, put your hand up.

I'd love to see where this conversation takes us.



Melisa Galasso

Melisa Galasso
CEO