

A JAYSON FORDE OPERATIONAL BLUEPRINT

EXECUTIVE BRIEF

Bridge Property

Field Operations, SOP & Governance System

Designed & Created by **Jayson Forde**

An executive overview of the operational blueprint used to launch performance improvement, close revenue-retention leaks, and build high-functioning site teams at scale.

Jayson Forde

Enterprise AI Transformation & Program Operations

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THE BLUEPRINT AT A GLANCE

An Operating System for Real-Time Turnaround

This is the executive overview of a field-tested operational blueprint, the system I bring into a facility to find where performance and revenue are leaking, build the plan to close the gap, and drive it in real time as the leader on the ground.

WHAT THIS SYSTEM DOES	
The Problem It Solves	Revenue-retention leaks that are operational, not pricing, driven by weak collaboration, slow account response, and unaccountable teams.
The Approach	Diagnose the team and the data, expose the leaks, install a new operating standard, enable it with AI, and sustain it with ownership.
The Environment	Proven across a 150+ account portfolio and four multifamily communities, 600 to 1,000 accounts, teams up to 50 per site.
The Outcome	Leaks closed at the source, renewals recovered, and a self-sustaining team and system left behind.

OPERATING PRINCIPLE

Most revenue-retention leaks are not pricing problems. They are operational ones. **Fix the operation, and the revenue follows.**

Proven results

40%

ROI / MRR LIFT

+60%

RENEWAL RETENTION

10%➤➤

CHURN REDUCED

This brief presents the architecture and outcomes of the system. The detailed operating methods, templates, and execution playbook are shared within an engagement.

— THE ARCHITECTURE

Nine Workstreams, One System

The blueprint runs as nine connected workstreams across a five-phase arc: diagnose, expose, install, enable, and sustain. Each is summarized here; the full operating detail is held for engagement.

01**Retrain for Collaboration**

Close the communication and hand-off gaps where accounts fall through the cracks.

02**Assess Each Team Member**

One-on-one diagnosis and a personal support plan to lift individual performance.

03**Assess the Lead Managers**

Evaluate management capability and install team-building where it is missing.

04**Find the Revenue Leaks**

Read account health, tickets, and complaints to trace where retention leaks originate.

05**New SOPs & Accountability**

Response-time standards and reporting that make accountability visible.

06**AI Collaboration Hub**

A central AI-enabled hub for streamlined, accountable communication.

07**Generative AI in the SOPs**

AI built into daily work, with a human approving anything client-facing.

08**Recover Distressed Accounts**

Work long-standing complaints and secure the annual renewal.

09**Ownership & Training**

Assign an owner for retention at scale and build the team's capability.

HOW TO READ THIS

Each workstream is a lever. Together they move a leaking, under-collaborating site into an accountable, high-functioning operation, diagnosed and executed in real time.

— HOW IT WORKS

Diagnose, Drive, Sustain

The system pairs an intelligence layer that reads the data with an execution engine that drives change in real time, and a governance layer that protects revenue upstream.

The intelligence layer

Executive MBR and QBR reviews, built on platform analytics, KPI reporting, and AI-assisted insight, turn raw account data into a clear, prioritized picture of where revenue is leaking, so effort targets the true source.

The governance layer

At scale and under risk, revenue is also protected upstream by managing compliance and the stakeholders around a high-risk site, municipal and regulatory bodies, executive leadership, vendors, and the highest-risk accounts.

LAYER	WHAT IT DELIVERS
Intelligence	Finds the leak in the data before it becomes lost revenue.
Execution	Drives the operating plan in real time across team, managers, and accounts.
Governance	Holds compliance and stakeholder risk so gains are not undone upstream.

THE OPERATOR'S EDGE

The capability behind the system is the ability to **see the gaps and leaks in the data, build the plan, and execute it in real time**, as leader, manager, and executive at once.

A companion 90 to 120 day transformation plan translates this architecture into a phased, real-time execution sequence, available within an engagement.