



**EXPANSION WORKS**  
LEARNING & PROJECT MANAGEMENT

# STRATEGIC PLAN

2025-2027

*A path  
forward*



# The Journey **SO FAR**



**EXPANSION WORKS**  
LEARNING & PROJECT MANAGEMENT

The first three years of Expansion Works have been a journey of courageous experimentation, deep relationship-building, and unwavering commitment to purpose over perfection. Along the way, I gained clarity on the work that I am best positioned to contribute to meaningfully. Much like my early engineering days—exploring different soil conditions to determine where to anchor solid infrastructure—these years have been about testing, sensing, and preparing the ground. The soil is ready, and the time has come to build strong, lasting foundations for the future.

**This first strategic plan is a heartfelt milestone for Expansion Works, rooted in community wisdom, and honest reflection.**

**It emerged through generous conversations with clients, collaborators, and new allies, and was shaped by long walks, shared coffee, and quiet moments of presence.**

*Marialejandra Reyes Valerio*  
**FOUNDER & LEAD FACILITATOR**





## **VISION**

*A world where equity-deserving people and socially driven organizations thrive and contribute to the collective well-being of all.*

## **MISSION**

*Facilitating learning and dialogue for people and organizations to foster equity, sustainability, and well-being.*

# Positioning for

# IMPACT & SUSTAINABILITY

Over the next three years, Expansion Works will focus on **four strategic priorities** to continue growing in a values-aligned way while deepening impact, and making sure we can keep doing this work for the long haul.





# IMPACT-DRIVEN SERVICE DELIVERY

## OBJECTIVE

Deliver high-quality services that leverage strengths to enable transformative learning and systems-level change. Moving from doing more to doing what matters most.

## KEY ACTIONS

- Develop and implement an **impact measurement framework** to demonstrate the value of our services, guide strategic decisions, and attract aligned partners.
- Advance facilitation practices by **deepening holistic and systemic methods** that enable transformative change across organizations and communities.
- Engage **values-aligned clients** that amplify the intended impact and contribute to business sustainability.
- Lead by sharing knowledge, tools, and insights, **positioning our work** as a resource for others driving change.
- Strengthen **EDI** commitment through applied learning, prioritizing values-aligned subcontractors, and engaging in initiatives that amplify equity efforts.



# MISSION-ALIGNED PARTNERSHIPS

## OBJECTIVE

Collaborate with clients and partners committed to advancing equity, sustainability, and wellbeing.



## KEY ACTIONS

- Develop partnerships with **clients and collaborators in the for-profit sector** who are committed to bridge business goals with equity and community impact.
- Strengthen relationships with **equity-seeking groups, particularly women-focused initiatives**, to deepen understanding of the impact of systemic barriers and co-create facilitation approaches that drive meaningful change.
- Engage in **ongoing learning around truth and reconciliation** to ensure our work is grounded in allyship with, and guided by the wisdom of, Indigenous people.
- Seek **mentorship through an intersectional lens** to increase capacity to grow and sustain a purpose-driven facilitation business.
- Participate in collective action initiatives and **contribute to knowledge-sharing networks** in support of equity-seeking groups.



# STRONG OPERATIONAL FOUNDATIONS

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## OBJECTIVE

Build a financially resilient business model and establish systems that ensure long-term sustainability.

## KEY ACTIONS

- Revise **service offerings** to maximize value creation and accessibility while maintaining financial sustainability.
- **Diversify revenue streams** by expanding partnerships with values-aligned **for-profit organizations**.
- Invest in tools that support client relationship management to **enhance customer experience**.
- Streamline administrative and operational systems to **improve efficiency** and lay the foundation for future scalability.
- Develop a clear **scalability plan** that outlines how services and systems can be expanded efficiently without compromising quality.



# HOLISTIC FACILITATION

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## OBJECTIVE

Facilitate processes that cultivate inclusive leadership, well-being, and collaboration for organizations and communities while contributing to systemic change.

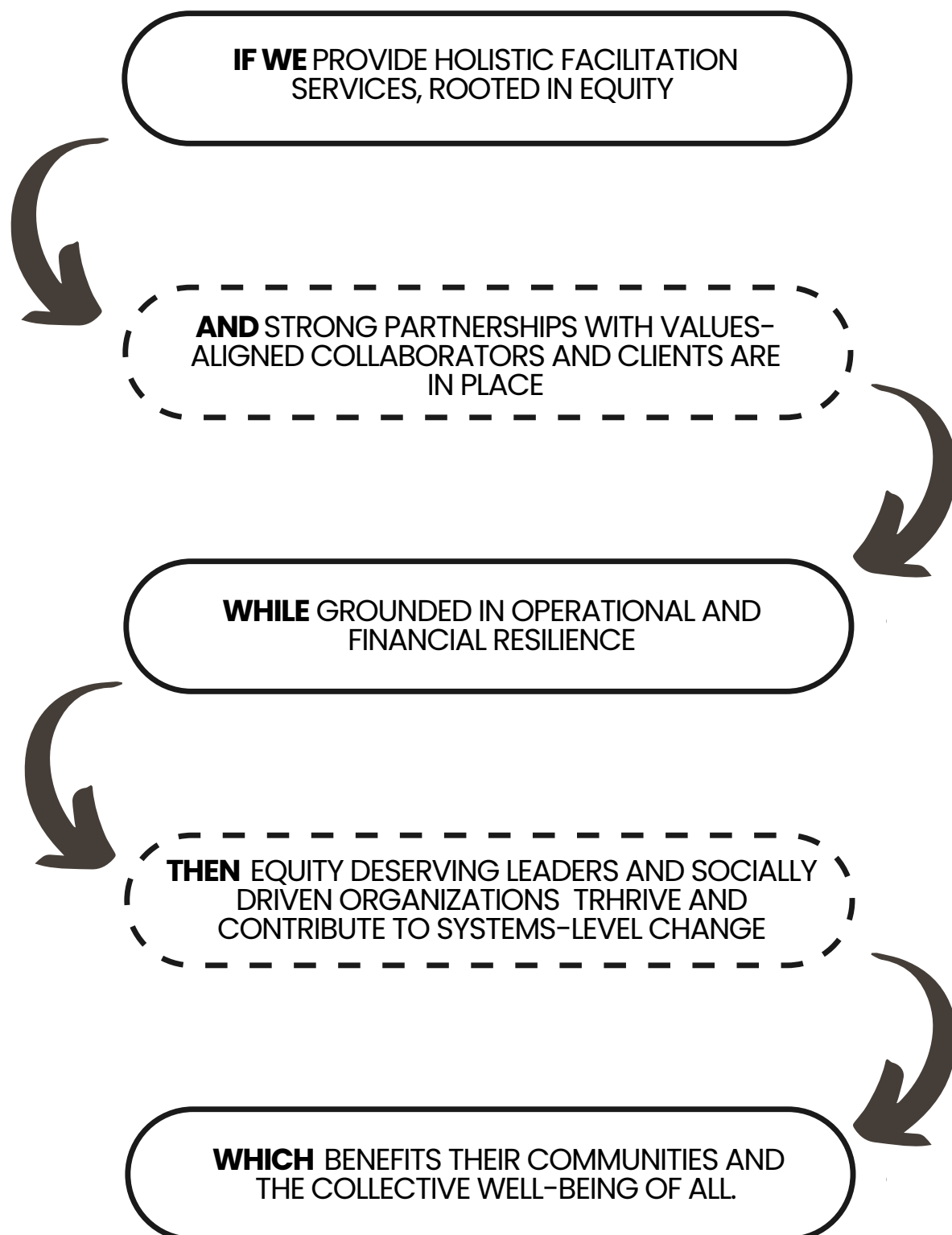


## KEY ACTIONS

- Expand on facilitation experiences that **foster wellbeing, personal agency, and relational capacity**.
- Prioritize **experiential and problem-solving approaches** that improve team effectiveness while nurturing cultures of collaboration.
- Create inclusive learning and dialogue spaces that surface and **address systemic barriers to equity** through culturally sensitive, intersectional facilitation.
- Promote **systems thinking** to help participants recognize the wider impact of their decisions.
- Support leadership development by equipping **emerging leaders** with the foundational skills needed to lead with integrity and care.



# Expansion Work's **THEORY OF CHANGE**



# The Path **AHEAD**

With this strategic plan in place, I feel grounded and aware of the immense opportunities ahead to support organizations and collaborate with others in navigating complexity and change in effective and caring ways. As we journey together, this plan can serve as more than a roadmap. It is a living guide that will grow and adapt as I continue to lean into emergence.

One of the greatest takeaways from this process has been a deeper sense of connectedness with the communities I am part of. Their collective wisdom, generosity, and encouragement have reminded me of the abundance of talent and support that centers this work.

Here I stand, expanded by this process, presencing the beginning of a promising new chapter in this journey of social entrepreneurship. I am eager to connect with organizations and collaborators who resonate with this vision and are ready to co-create what comes next.

A heartfelt **Gracias** to everyone who contributed to this piece of work.

