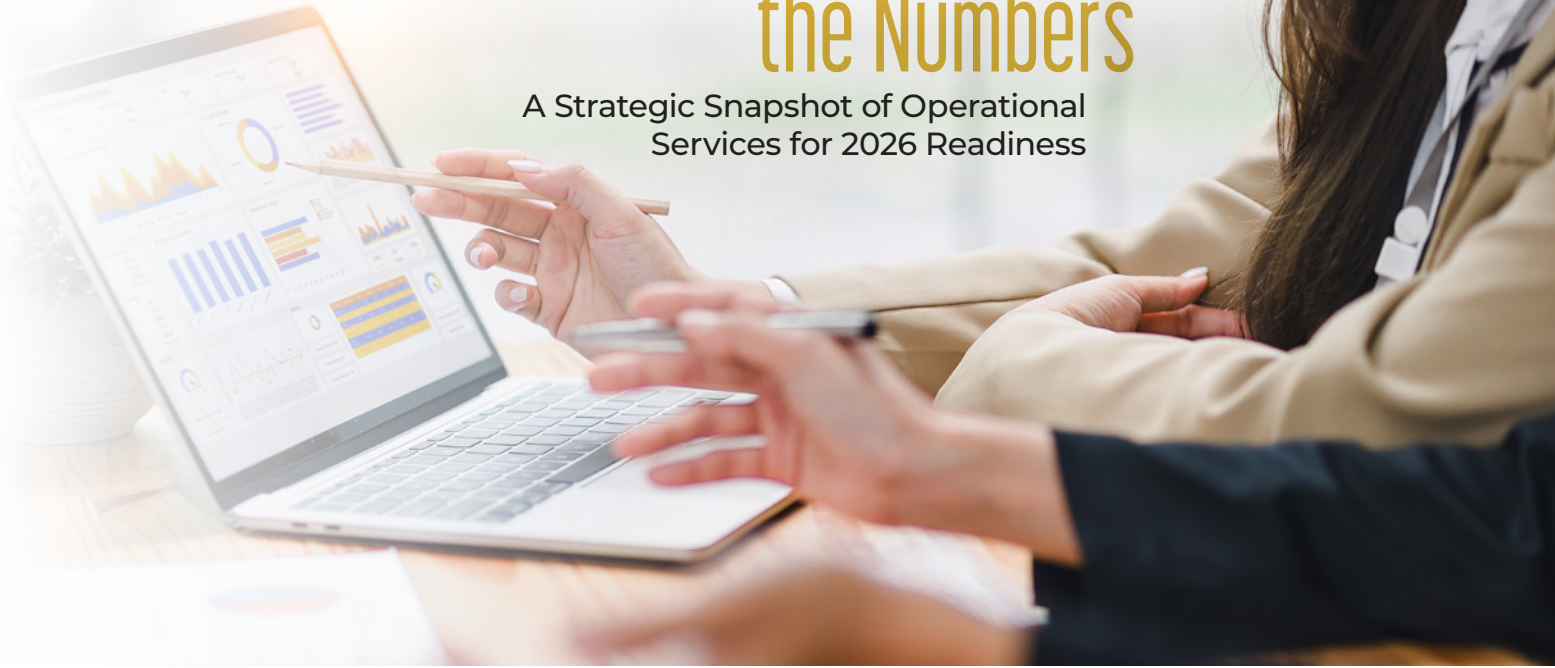


# Planning Beyond the Numbers

A Strategic Snapshot of Operational Services for 2026 Readiness



## Today's growth plans require more than good intentions.

It takes structure—across people and systems—plus marketing solutions built to drive growth. As you plan for 2026, it's worth asking: are your internal functions truly supporting your goals to drive business performance?

From HR policies to IT reliability and marketing execution, Duffy Kruspodin helps businesses strengthen the foundation that enables smoother operations and stronger results.

## What We Help With

### HR Services

- Labor law guidance and employee classification support
- Handbook development and policy reviews aligned to federal, state, and local laws
- Workplace compliance audits and documentation updates

Reduce risk exposure, meet regulatory standards, and build compliant HR infrastructure.

### IT Services

- 24/7 remote network monitoring and end-user support
- Advanced cybersecurity protections and rapid disaster recovery
- Help desk access with expert project support and vendor coordination

Ensure uptime, reduce risk, and build technology systems that scale with your business.

### Marketing Solutions

- Strategy development and roadmap alignment with business goals
- Marketing team restructuring, process design, and tech stack modernization
- CRM, reporting, and system integration to improve targeting and visibility

Drive meaningful results with marketing that supports growth, not just promotion.

# What Operational Gaps Look Like

Even with strong internal teams, certain issues tend to surface as businesses grow. Here's how they often show up:



## HUMAN RESOURCES

*"We've had the same HR setup for years—I'm not sure if we're fully covered."*



## INFORMATION TECHNOLOGY

*"If we had a security issue today, I'm not sure who would even respond."*



## MARKETING

*"We're spending on marketing, but we don't know what's working."*

## Why This Matters Now

Operational issues rarely show up all at once—they build over time through slow processes, unclear responsibilities, and infrastructure that no longer keeps up with how you operate. Whether it's a compliance gap, technology lag, or ineffective marketing spend, these issues can hold your business back. Addressing them now helps you move forward with purpose - and build a stronger foundation for sustained growth.

## The Right Support – Without the Overhead

When your internal resources are stretched, the answer isn't always a new system or another full-time hire. Duffy Kruspodin provides experienced support that integrates with your existing structure. We help you proactively strengthen what might otherwise slow you down, build smarter processes, and reduce operational pressure - so your business can focus on what it does best.

## Let's Talk About What's Working—and What's Not.

If you're rethinking how your HR, IT, or marketing functions support your business, let's have a conversation.

## Book a Free Operational Review

[dk.cpa/contact-us](https://dk.cpa/contact-us)



**Duffy Kruspodin, LLP** is a premier Southern California CPA and advisory firm offering accounting, audit, tax, and business advisory services with locations in Beverly Hills, Irvine, San Diego, and Woodland Hills. The firm is dedicated to helping entrepreneurs, family-owned companies and high-net-worth individuals achieve their goals. We offer industry-focused expertise in arts, sports and entertainment, real estate, manufacturing and distribution, construction, estates and trusts, hospitality, and international tax.

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