

# THE S.P.A.R.K. FRAMEWORK™

QUICK  
GLANCE

## SUMMARY STATEMENT

**Brown Transformation Consulting** is not the traditional consulting firm. We are positioned as a strategic systems partner helping organizations humanize leadership, streamline operations, and retain top talent. Thus, improving overall institutional ROI and Retention.

We are bold, unapologetic, and solution focused. This isn't just about professional development it's a systems overhaul grounded in our proprietary **S.P.A.R.K. Framework™**, which has already impacted approximately 50,000 professionals and 380 organizations.

So, the real question is, how much longer are we willing to operate in outdated systems that burn out our clients team of professionals and bury their potential?

How much longer can we afford to consult, develop trainings, or provide expertise based on outdated systems that continue to operate that way?

If you're ready to lead what last and not just react to what's broken, join us to build repeatable **S.P.A.R.K. Framework™** blueprints for our clients today.

## ABOUT DR. BROWN

Dr. Michelle Brown is not your typical leadership voice—she's a bold strategist, organizational psychologist, and the creator of the five-pillar **S.P.A.R.K. Framework™**.

Through the **S.P.A.R.K. Framework™—Strategy, Planning, Action, Results, and KPI Knowledge—**Dr. Brown partners with senior executives, mid-level managers, HR leaders and teams to dismantle outdated systems and replace them with repeatable, sustainable, behavior based solutions.

She holds a:

- Bachelor's degree in Psychology
- Master's in Organizational Transformative Leadership
- Doctorate in Industrial and Organizational (I/O) Psychology

Equipping her with the academic rigor and behavioral insight to drive both systemic change and individual transformation.



LET'S WORK TOGETHER



# OUR APPROACH



## THE “WHY”

We understand that navigating today's complex organizational challenges requires a clear roadmap. That's why we developed the 5-pillar **S.P.A.R.K. Framework™**:

A comprehensive, strategic approach designed to equip leaders and organizations transform outdated systems into aligned, strategic, and sustainable operations with today's AI integrations for efficient innovation.

## THE APPROACH

- [S] Strategy
  - ✓ [S] Strategy – Lead with Vision, Not Reaction
- [P] Planning
  - ✓ [P] Planning – Map It Backwards, Move Forward
- [A] Action
  - ✓ [A] Action – Align, Activate, Advance
- [R] Results
  - ✓ [R] Results – Measure What Matters Lead What Lasts
- [K] KPI Knowledge
  - ✓ [K] KPI Knowledge – Leverage Data to Inform Next Steps