

# Scale Without People Ops Chaos

Build high-performing teams that thrive and drive growth.

People ops chaos has a way of creeping in quietly. Then suddenly, it's everywhere. If people operations are pulling you away from building the business, you're not alone.

## Common People Ops Challenges for Growing Companies

- Getting pulled into people fires every week
- Managers stretched thin, overwhelmed, and frustrated
- People ops complexity increasing with every hire
- Compliance, documentation, or exposure concerns
- Culture starting to fray as the company scales

These aren't failures. They're signals that your company has outgrown its people systems.



### What Founders Are Saying

*"Founders often underestimate the complexity and risk of managing people. At Fonolo, HR quickly became something we couldn't handle effectively on our own. Andrea built our HR function from the ground up and gave us the structure of a larger company while preserving the agility and culture of a startup. Hiring her was one of the best decisions we made."*

**Jason Bigue**  
Co-Founder, **Fonolo**  
Toronto-based tech startup

## The LustraEX Difference

LustraEX helps growing companies transform people ops chaos into high-performing cultures that drive growth, retention, and real impact.

## How We Support Growing Companies

### Fractional Head of People

Senior HR leadership without the cost or commitment of a full-time hire.

### Strategic Advisory Calls

Focused working sessions designed to bring clarity when people ops issues feel urgent, unclear, or risky if unresolved.

### Culture Reset Program

A comprehensive reset of how your team is hired, onboarded, supported, and developed.

## Our Process

1

**Discovery:** We uncover what's really happening beneath the surface.

2

**Clarity & Priorities:** You get a clear picture of risks, opportunities, and what to focus on first.

3

**Implementation:** We build systems, documentation, and frameworks together.

4

**Review:** We assess what's working, refine what's not, and ensure your people ops can scale.

## Why Founders Choose LustraEX

- Deep experience supporting startups through growth and transition
- Senior people leadership without bureaucracy
- Practical systems that attract, retain, and develop talent
- A trusted partner who understands founder reality

## Ready to Hand Off the People Side?

Let's transform people ops chaos into a culture that supports growth, not stress.

### Book a complimentary diagnostic call

A 30-minute conversation to identify your biggest people ops risks and determine next steps.

Scan the QR code or visit: [lustraex.com/diagnostic](https://lustraex.com/diagnostic)



People ops problems don't fix themselves. Delay turns friction into turnover.