Bloom Communications and Your Biz Rules Join Forces to Help Businesses Align, Grow and Prepare for 2027

Strategic partnership connects marketing, operations and financial strategy to help executive teams align and build a 2027 roadmap for business success.



Bloom Communications and Your Biz Rules partner to bring marketing, operations and financial strategy together for organizations planning for 2027.

AUSTIN, TX, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Bloom Communications® and Your Biz Rules® have joined forces in a strategic partnership designed to help businesses align their teams, operations and strategies for sustainable growth. As one of the first offerings from the partnership, the firms are introducing the 2027 Growth & Alignment Leadership Retreat, an executive planning experience that helps leadership teams align around where their organizations are going and what it will take to get there.

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>
> *Jamie Matusek*

The collaboration combines Bloom Communications' expertise in marketing strategy, communications and fractional CMO leadership with Your Biz Rules' expertise in operational processes, financial strategy and fractional CFO services. Together, the firms are addressing a challenge many growing organizations face: the functions responsible for growth are often planning and operating independently.

"Marketing can't live in one corner of the business while finance, operations and leadership are having completely different conversations," said Jamie Matusek, Owner & CEO of Bloom Communications. "Real, sustainable growth happens when the entire leadership team understands the vision, agrees on the priorities and is moving in the same direction."

Bringing Marketing, Operations and Finance to the Same Table

The partnership is built around a shared belief that business challenges rarely exist within one department.

A marketing challenge may reveal an operational issue. A revenue problem may be connected to positioning, customer experience or internal processes. Ambitious growth goals can expose weaknesses in financial planning, team structure or organizational capacity. By combining their expertise, Bloom Communications and Your Biz Rules help executive teams look at the business holistically and connect strategy with execution.

“Growth without alignment can create more complexity instead of better results,” said Leslie Hassler, founder of Your Biz Rules. “It's not enough to set ambitious goals. Your people, processes and financial strategy have to be prepared to support them.”

Introducing the 2027 Growth & Alignment Leadership Retreat

The partnership led the firms to develop the 2027 Growth & Alignment Leadership Retreat, giving leadership teams dedicated time to evaluate where the organization stands, establish where it wants to go in 2027 and align around the priorities required to get there.

Rather than creating separate departmental plans, the retreat connects four areas:

1) Leadership & People: Aligning leadership, priorities, accountability and vision.
2) Operations & Process: Identifying operational gaps and infrastructure needed for growth.
3) Financial Strategy: Connecting financial performance, resources and investments with strategic priorities.
4) Marketing & Growth: Aligning marketing, customer acquisition and business development with growth goals.

“We kept coming back to the same question: What would happen if we could get the right people in the room and look at the whole business together?” Matusek said. “Instead of marketing creating one plan, finance creating another and operations working from another set of priorities, we help leadership build one clear vision.”

From Alignment to Action

The goal is not simply to facilitate conversation. Teams leave with greater clarity around their 2027 priorities, stronger leadership alignment, identified opportunities and obstacles, and an actionable roadmap.

“This isn't about creating another strategic plan that gets put in a binder and forgotten,” Hassler said. “We want leadership teams to leave knowing where they're going, what matters most and what they're doing next.”

Bloom Communications and Your Biz Rules are now scheduling 2027 Growth & Alignment Leadership Retreats. Retreats can be tailored to an organization’s size, leadership structure,

priorities and growth objectives. Organizations can also engage the firms for ongoing strategic leadership, implementation support and specialized expertise following the retreat.

About Bloom Communications

Bloom Communications is a strategic marketing and communications firm helping organizations turn vision into strategy and strategy into growth. Through marketing strategy, brand development, communications, digital marketing and fractional CMO leadership, Bloom works alongside executive teams to strengthen market presence and drive measurable business results.

About Your Biz Rules

Your Biz Rules helps organizations strengthen the operational and financial foundations necessary for sustainable growth through operational strategy, process improvement, financial guidance and fractional CFO services.

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